

CHEMIST & DRUGGIST

The newsweekly for pharmacy

July 5, 1986

a Benn publication

NPA survey
suggests 70pc
want advertising
to continue

Hospital pay:
impasse again
as recruitment
crisis deepens

Hayhoe opens
£7m M&B solid
dose plant

Tanya Turton:
communicator
for the NPA

New Statim loans
down 1/4pc

Minoxidil and
baldness — Topics
in Treatment

CHRISTMAS GIFTS
SPECIAL FEATURE

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Eczema and
Incontinence rash.

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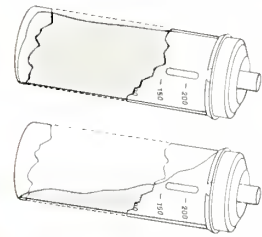
The next best thing to Mum

Whilst few people deny that breast feeding is best for baby, many young mothers by choice or necessity, will use bottle feeding at some time – even if only as a supplement to breast feeding. But there are problems with most bottle-feeding systems compared to breast feeding; baby swallows more air, the feed tends to be less continuous

because a vacuum forms in the bottle, or maybe baby simply feels less contented with the artificial nipple.

The Playtex Baby Nurser system recognises these problems and uses a disposable pre-sterilised bottle liner and natural action teat to help overcome them. As a result:-

Baby swallows less air than with traditional bottles – because the disposable bottle liner collapses as the feed is sucked out – and less air swallowed means less wind later!



Bottle liner full

Bottle liner collapses as baby feeds

Baby's sucking action is closer to breast feeding. The Nurser nipple is shaped more like mum than are traditional artificial teats, and the wide base of the teat gives a soft surface against which to press – much in the way baby presses against mother's breast.

The feed is smoother and more continuous than with other bottle systems. The collapsible liner eliminates the formation of a vacuum and the nurser teat eliminates 'nipple collapse' – both of which would normally interrupt baby's feed.

In short, whilst agreeing that nothing is better than mum herself, the Playtex Nurser system is certainly the best of the rest!



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COMMENT



If you were a newly registered pharmacist today, what would you do? Work in hospital pharmacy as a basic grade pharmacist for £7,000 a year, or plump for one of the £13,000 to £14,000 "newly registered considered" advertisements that litter the classified page of the Society's *Journal*. The choice is a fairly obvious one, and has been made by many over the past few years.

The 1979 general election was a watershed for the managed service. Since then, pay has lagged further behind that available in retail. In 1979, following the large pay awards in the early '70s that heralded the implementation of the new career structure of the Noel Hall Report, the service was full of young men and women, bursting with ideas. Ward pharmacy, later clinical pharmacy, was becoming accepted by clinicians, who were coming to expect the manufacture of total parenteral nutrition, cytotoxic reconstitution etc. Young pharmacists could apply for a



basic grade post, secure in the knowledge that a good training in a rewarding job awaited them.

How all this has changed! The differential is now so great that, as Mike Beaman and David Samway's survey shows (p5), regions are now 40 per cent below strength in the basic grade. And, in many cases, fledgling clinical services are being cut at the cost of providing the basic medicine distribution service to wards and out-patients. In some hospitals, the staff shortage is now so acute that patients are being sent to community pharmacists with FP10(HP) forms. A welcome bonus for retail pharmacists, but

increased cost for the NHS.

Pay talks drag on. The £700 offered by the management side has been withdrawn pending settlement of the interminable out-of-hours "dispute" — the longest running, at over seven years, in the history of the NHS. Hopefully, the Government will realise its error before the damage is irreparable, though some would argue that that point is long since past. The Nuffield Report has pointed out the future it would like to see for hospital pharmacists, and pressure is now mounting from many sides.

A new proposed grading structure may well push the remaining hospital pharmacists up the salary tree a little, and make a career in hospitals a better prospect. But with this year's pay award pending, it is to be hoped that good sense will prevail, and hospital pharmacists, for too long numbered among the NHS "also rans" when it comes to pay, will get that little bit more of the NHS cake they so rightly deserve.



70pc want NPA ad campaign to go on

Some 70 per cent of National Pharmaceutical Association members are in favour of continuing the advertising campaign. "So it will, for at least another year," director Tim Astill says.

Around half of the 400 questionnaires randomly sent to NPA member "head shops" had been returned in time for the June Board meeting at which preliminary results were considered. The survey, questioned members about the range of NPA services, NPA policy, the publicity programme, and in particular whether the corporate advertising campaign should be continued.

The survey will be considered in more detail at the July meeting but it was necessary to reach a decision about the advertising campaign in good time for space to be booked. It was clear that a substantial majority of NPA members wished the campaign to continue. Indeed, more than a quarter of the respondents indicated they would be prepared to pay twice as much if the campaign could be extended to include television. The agency are to look into this.

The Board unanimously accepted the recommendation from the advertising campaign subcommittee that the campaign be continued for at least a further year (ie to the end of 1987). The precise budget would be decided in the Autumn pending the subscription review. A need for a substantial increase in the general subscription was anticipated in light of the current level and cost of Chemist Defence Association claims and the cost of reinsurance, for example.

New contract: The timetable for House of Lords debates has become extremely congested and Government Whips fear that there might not be time for completion of consideration of the NHS (Amendment) Bill before the Summer Recess. This would mean the Bill might not receive Royal Assent until October, and then there would be a further delay in implementing the new contract regulations. The Board were disappointed with this news and it was agreed lobbying efforts would be devoted to applying pressure to Government business managers to try to persuade them to find time for this legislation.

Disposal of waste: Jeremy Clitherow, Merseyside, drew attention to the service

from Rentokil in which secure plastic boxes are provided for the acceptance of contaminated "sharps". The boxes are collected by Rentokil once a month for safe destruction. The service costs £40 per annum including the supply of boxes.

Strict liability for dispensing forged prescriptions: The Board were concerned to receive the full judgment from the House of Lords that a pharmacist dispensing a forged prescription for a POM would be liable whether or not he had any reason to believe it was a forgery. The Board discussed whether to make representations to have the Medicines Regulations changed but it was felt that the Government would be unwilling to take any action which might be construed as easing the availability of abused drugs.

Training: It was agreed that there should be early discussions with the Pharmaceutical Society to determining how best the NPA could contribute to the design, introduction and marketing of a distance learning course for those wishing to keep their pharmaceutical knowledge up-to-date and extend their business and management expertise.

Success in selling: Mrs Ailsa Benson, training officer, reported that a series of one-day regional training course had been organised. Thirteen different venues had been selected and from September 16 to November 6 Miss Margaret Limond, assistant training officer would be running this series. A fee of £50 per sales assistant would be charged for each course.

Youth Training Scheme: 200 placements had been approved by the Manpower Services Commission although the initial NPA contract was only for 60. A series of evening meetings about the NPA training under the YTS started in Epping on June 25 with six others arranged throughout England.

Media Advertisements: The drug abuse advertisement is to appear in 18 magazines including *TV Times*, *Good Housekeeping*, *Women and Home* and *Cosmopolitan*.

The 1986 edition of Boehringer's "Guide to drugs and breast milk" is now available, as is the 1986 edition of "Drug effects on laboratory tests". Both guides are published as wall chart and pocket folder and are free from *The Field Services Department, Boehringer Ingelheim Ltd, Ellesfield Avenue, Bracknell, Berkshire RG12 4YS*.

PGC pilot study into new role

A pilot study into an extended health role for the High Street pharmacist in Scotland is to be carried out by Heriot Watt University.

The study has been commissioned by the Pharmaceutical General Council and will be based on the recent recommendations in the Government paper on primary health care and the Nuffield Report. The pilot study will be conducted by the University's Department of Business Organisation.

"The study will determine how practical is the proposed extended role and what additional resources may be required," says PGC chairman Ian Mullen. "Supervision of dispensing and restrictions in the sale of medicines may also have to be looked at."

More information on packs?

Information on the non-active ingredients in medicines may soon be required to be given on the pack.

Health Minister Barney Hayhoe announced on Monday that the DHSS hopes to begin formal consultations shortly with interested organisations about a package of measures designed to increase the information available to doctors, pharmacists and consumers about non-active ingredients in medicines.

"This may lead, among other things, to amendments to the Medicines (Labelling) Regulations," said the Minister.

MPs attack BMA over herbal cures

An all party group of MPs is attacking criticism in the recent report from the British Medical Association on unorthodox therapies.

The report was "neither independent nor constructive", according to the 141 MPs who have signed a Commons motion tabled by Mrs Renee Short and Tory MP Peter Rost.

But a much smaller number of backbenchers led by Tory Simon Coombs, have tabled an amendment welcoming the BMA report and calling for herbal and other therapies to be re-assessed.

Hospital job problem worsens

The pay and recruitment problem in the hospital service is worsening. The management side have refused to pay an agreed increase of £700 on basic grade salaries to ease recruitment difficulties without a settlement of the out-of-hours question. And a new survey shows that basic grade vacancies in the South are running at 40 per cent.

The management side of Whitley Council had offered a £700 increase on basic grade salaries — currently £7,014 to £8,835 — to help the recruitment problem. But this was withdrawn at the Joint Whitley Council meeting on June 25, when the staff side requested payment from July 1. Management insisted that the payment be linked to a package of emergency duty payments on which agreement has yet to be reached.

"Management know there is a problem that must be addressed urgently," Dr David Bird, staff side secretary, said after the meeting. "In our view the £700 is inadequate to make up the salary gap between hospital and retail pharmacists, but it would help."

The latest survey by Barnet district pharmacist Mike Beaman and David Samways, principal pharmacist at King Edward VII Hospital, Windsor, reveals the scale of the problem. The survey, which covers the four "Thames" regions, East Anglia, Wessex and Oxford regions, reveals that an average of 40 per cent of basic grade pharmacists posts are vacant.

Worst hit is South West Thames, where there are 44 vacancies in 83 posts (53 per cent). All the regions show an increase in vacancies over April 1985, when the average was 30 per cent.

The study also shows 37.5 whole-time equivalent vacancies in the staff pharmacist grade — £9,722 to £12,971 — in the seven regions. In 14 out of 39 districts surveyed by Mr Beaman, basic grade posts had been converted into staff posts, three others were considering such moves. He says the number of districts issuing FP10 (HP)s on outpatient scripts, must have increased from the 14 out of 40 recorded last October.

"This should be the best time of year, as pre-registration pharmacists should be taking these jobs," Mr Beaman told *C&D*. "For example, St Mary's, Paddington, a large teaching hospital, with six basic grade vacancies, has only had one applicant." Mr Beaman and Mr Samways say that, if the current situation continues,



"White lines before the eyes? Have you been watching Wimbledon on the television?"

the developments envisaged by Nuffield will stand little chance of success.

At the recent annual representatives meeting of the British Medical Association, GP negotiator Dr John Lynch warned GPs they could be in breach of their terms of service if they prescribed drugs for hospital outpatients. Drugs prescribed by a GP should only be for patients he is actually treating, he said.

DHSS on tour

A programme of consultation meetings on primary health care in England has been announced by Secretary for Social Services, Norman Fowler.

The meetings, which will be open to the public, are part of the first ever review of primary health care services and follow publication of the Government's discussion document "Primary Health Care: An Agenda for Discussion".

Mr Fowler's team will consist of Mr Barney Hayhoe, Minister for Health; Mr Ray Whitney, Parliamentary Under Secretary; Baroness Trumpington, Parliamentary Under Secretary in the House of Lords; Sir Donald Acheson, chief medical officer; and Mrs Anne Poole, chief nursing officer.

A national advertising campaign will inform the public about the importance of the consultation and how to get more information on the Government's ideas.

The first meeting, to take evidence on general medical services, will be in London in two sessions, July 14 and 22.

Dates for other meetings are to be announced. One in Birmingham will examine the needs of inner cities; one in Norwich will study primary care in rural areas. Meetings in Manchester, Newcastle and Exeter will concentrate, respectively, on community nursing and primary health care teams, on collaboration and joint planning between the services concerned, and on prevention.

NHS Bill will not help public

Twenty Conservative MPs have tabled a Parliamentary motion warning that clause 2 of the NHS (Amendment) Bill, if enacted, will create a cartel among pharmacists and reduce competition to the detriment of the consumer.

They claim the Bill will prevent new pharmacies opening up without a licence being granted by one of 100 new quangos, half of whose members (being pharmacists with existing businesses) would have a personal interest in refusing a licence.

The motion claims the Bill will cause the closure of many smaller businesses and inconvenience the consumer by the imposition of an arbitrary rule that, in general, no new pharmacy may be set up within 1km of an existing one.

CSM slow to act says Ashley

Labour MP Jack Ashley has strongly criticised the Committee on Safety of Medicines over its handling of the link between aspirin and Reye's Syndrome.

He told the Commons that the CSM is slow to act in comparison with its American counterpart, the Food and Drug Administration. Mr Ashley added: "There is a suspicion that those delays are caused by secret pressures from the drug companies".

He failed to persuade the Government to provide time for a debate on his suggestion that the Committee should be exempt from the Official Secrets Act so that there could be full disclosure of its activities.

NPA response to Green Paper

In the future, the pharmacist's knowledge, rather than his manipulative skill, will make a significant contribution to primary health care, the National Pharmaceutical Association says in its response to the Government's "Agenda for discussion".

To make such a contribution pharmacists will have to have the maximum possible contact with patients and the other health care professions, the NPA says.

"We endorse everything that Nuffield had to say about the possibility of pharmacists performing a wider role and, in particular, agree there is scope for expanding that role in the directions listed in the Green Paper."

The NPA says there is scope for the pharmacist's contribution to patient knowledge about medicines, as sources of health education and advice on health matters and disease prevention. And it would like to see a mechanism within each family practitioner committee to bring together groups of doctors and pharmacists to discuss drug therapy.

On remuneration, the NPA says it shares Nuffield's disquiet about the balance sheet, while recognising that individualisation has "insuperable difficulties". Any additional costs in supporting a health education and preventative medicine programme through pharmacies would, however, be a worthwhile investment.

The NPA again puts its weight behind the new contract, while sharing the disappointment that: "...it was impossible to arrive at an equitable solution with the existing three elements — professional fee, on-cost and annual allowance." However, the Association says, it is totally in favour of the rational location part of the contract.

The NPA comes out strongly against a tax on medicines through the prescription charge, supports the approach adopted by Nuffield on supervision, and puts the "cogent arguments" for the deregulation of a number of ranges of medicines from POM to P. The Association points to the pharmacy as the only suitable place for the supply of medicines, and backs up its argument with the example of the recent withdrawal of aspirin.

In its conclusion, the NPA says: "We are heartened by the positive approach of those who wrote the Green Paper, especially chapter 5 which relates to pharmacy."



Liverpool pharmacist David Ludkzer will soon be enjoying a life on the ocean wave — he was one of fourteen winners of a trip to New York on the QE2 in Approved Prescription Services' 50th anniversary competition. APS managing director Keith Hemingway (right) presents him with his prize, which also includes a stay at the Waldorf Astoria Hotel and return flight on Concorde

Call for action on poor health

The UK has some of the highest rates of death, disease and handicap in the developed world, says a report published this week.

The number of deaths from heart disease is not falling as it is in other developed countries and the UK has the highest death rate in the world from this cause. Life expectancy beyond 45 is among the worst in the developed world and infant mortality over the past 25 years has declined less than in most other European countries. Deaths attributable to misuse of alcohol and drugs, and to motor cycle accidents are increasing. Preventable infections such as measles, whooping cough and rubella in pregnancy continue, although they have largely been eliminated in other developed countries.

The report, "Health for all by the year 2000: Charter for action", comes from the Faculty of Community Medicine.

Suggested responsibilities of health professions and health authorities include ensuring that all individuals are aware of the health hazards of smoking, the value of regular exercise, the importance of good nutrition and the hazards from the misuse of alcohol and other addictive drugs.

■ Demand from customers for extract of green lipped mussel from New Zealand may increase after it was billed as nature's panacea for arthritis on Radio 4's Today programme on Wednesday.

Which? on specs and sunglasses

Tips on how to choose sunglasses are given in this month's Which?, published by the Consumers' Association.

When trying them on, check in the mirror whether you can see your eyes easily, the report recommends. If you can, the lenses are probably too light for proper glare protection (although this test does not apply to photochromics which are lightest in the shop). Secondly, look through all parts of the lenses for obvious defects, rejecting any with bubbles or waves.

Which? recommend as good value for money Allander gradient acrylic (£4.95) and British Home Stores gradient plastic (£6.99) for general glare reduction in the UK and non-ski-ing holidays abroad: Boots Reactolite Rapide (£9.99), Polaroid polarising plastic (£7.99) and Vizz mirrored glass (£3.99) for better protection where there's snow or prolonged sunshine.

Which? also advises consumers to take care when buying spectacles because high price doesn't mean high quality. A survey found price differences of over £50 on the same pair of glasses and some from opticians were of poor quality. The report says that while people with fairly straightforward prescriptions have gained from a wider choice of cheap frames and private lenses since the opticians' monopoly ended, those needing a more complex prescription are likely to have to pay more.

Battery assault

Ever Ready have been told by the Code of Advertising Practice Committee to ensure that comparative claims can be substantiated.

The warning follows a complaint by Duracell about Ever Ready's "Nothing outlasts Gold Seal" advertisement. Duracell and Ever Ready submitted test results but the CAPC still accepted the advertiser's claims. They were, however, concerned that other manufacturer's batteries had not been included, and considered it unwise to make comparisons with all other alkaline long-life batteries.

Bowater Scott will no longer advertise Baby Fresh wipes as thicker, softer and stronger, following a complaint to the Code of Advertising Practice Committee.

The Sterling Winthrop group challenged the claim, saying it was not clear what comparison was being made.

Two charged with illegal CD supply

A Harley Street doctor and his pharmacist brother were accused at Horseferry Road Magistrates Court last week of unlawfully supplying Controlled Drugs.

Dr Anthony Hirsh, of 7 Garden Flats, Warrington Crescent, a GP with a private Harley Street practice, also works under the NHS at various hospitals.

He was granted unconditional bail for a fortnight along with his brother Michael, of Doyle Gardens, Harleston. Both are charged with supplying a Mr Cisse Thierno with 100 pethidine 50mg ampoules and 100, 2ml ampoules of Pethilorfan on or about January 15 at the chemist's shop in Buckingham Gate, Victoria, where the pharmacist works.

Michael Hirsh's charge alleges he also supplied the man with 100 pethidine 100mg ampoules.

Conned!

A drug addict who conned a West Midlands pharmacist and a local GP into believing he was having a heart attack got a free shot of diamorphine last week.

The 60 year old man came into the shop complaining of chest pains and "looking awful". He told the pharmacist he had just come out of hospital in Ireland after a coronary. The pharmacist summoned a local GP and an ambulance.

The "patient", who complained his pains were getting worse, was laid on the floor and made comfortable. When the GP arrived he rolled up the "patient's" sleeve, but found the arm and wrist badly bruised. He could not find a vein so gave the diamorphine subcutaneously.

It was only while the man's medical history was being taken later in hospital that it became clear he was a conman. "It was a superb act," the pharmacist involved told *C&D* afterwards, "but we had to give him the benefit of the doubt."

C&D Price List

A new list of items disallowed on NHS prescriptions in England and Wales should have appeared in the July issue of the *Price List*. A production error at our printers resulted in its omission. The list will now appear in the August issue. It is hoped to include a section for Scotland and Northern Ireland in future issues.

'It ain't 'arf 'ot Ma'

Phew...what a day. Temperature way up in the top 80s. A rollicking wind searing the streets, allowing no hiding place. Glazed, hazy sky. Front door open, and the back one in an attempt to get some ventilation through. Customers a-plenty but most pretty lethargic, while we try and look crisp as our collars wilt. In the end I took my tie off, and my white coat, to serve in shirt-sleeve order.

I'm sorry, but on days like this, in brick suburbs, to hell with protocol. We also discovered unaccustomed problems in the dispensary. Our hands were perspiring. I had to read the riot act about tablet counting and how we were transferring them from the Kirby Lester trays into the bottles. Without thinking, most of us cup the top of tablet containers with our hands to prevent spillage as we tip counted products into them. One of my girls was picking the odd overcounted tablets with her fingers, another casting them into her left hand and shaking them back into the stock from there. "Stop!" I cried, when I realised what was happening.

I made them wash their hands, and set out new hand towels. I set fresh tea-towels by the bench, and spatulas and some sheets of cut paper, and made all of us go through the discipline of shaking surplus counts onto the paper for return to stock. I made them wipe the spatulas and counter trays frequently...they hated me!

Worth the hire?

It is interesting to see my thoughts about being paid to make visits to check the drug stocks and regimes in registered nursing homes, being picked up and commented on in the correspondence pages of the *PJ*. It is a professional matter of course, but I am disappointed the writer, D.E. Leitch, did not think to comment through this journal.

However, what he said — and he is a pharmaceutical officer involved in approving the licensing and arrangements of these establishments — was revealing and appears to wholly confirm my views. He says that if pharmacists were approached by such establishments to provide professional services — which would involve a minimum of four visits annually — a fee of £100, and probably much more would be appropriated. He suggests that without satisfactory pharmaceutical arrangements being shown to have been made, private nursing homes would not receive licences, and so

would not be too unhappy to fall in with such fee structure. Frankly the theory is fine, but is he saying this is a regulatory requirement? If he is, it's news to me. I would go further. Why on earth haven't the Pharmaceutical Society long since gone out of their way to inform us of a suitable fee structure, and insisted to local authorities on the need for this checking? Something wrong somewhere.

Just imagine the shopping round that would follow if such a recommendation became binding. We *want* the script business from these places, so that attempts to charge would be unlikely to enhance that goodwill necessary for happy relations! The only way a proper fee could be collected would be through a local body licensing fee from which — on presentation of a signed visit record card — disbursement of our charges be made.

Forging CDs

Oh dear, dear, dear. I've read the report about forged scripts in the *C&D* sometime ago (May 24, p1034) and again last week. I came home, had a cry, but don't feel any the better. I do not know the circumstances of the original case which has been fought all the way to the House of Lords, but am chilled by the smug assumptions underlying the quoted passage from Lord Farquharson.

Some years ago I had problems with a bunch of addicts. They tried everything — lies, threats, blackmail and offers I could not refuse. But they got the message. It was no good. They gave up.

The worst of them — a young lady of cast iron constitution always surrounded by a gang of apparently dependent males — eventually died in an accident. One of the burned-out relics, a bit soft, but amiable, gets his shopping from me now. He told me how the girl had sometimes managed to get double her prescribed supplies by copying her prescriptions onto stolen FPIOs. She had the original made up in the local pharmacy — either mine or one of my neighbour's — and the copy in one of the surrounding towns the same day. Yes, the conscientious out-of-the-area pharmacists would ring the GP... and get the script confirmed.

Now we are told that out-of-area pharmacists, even when they confirm the authenticity of a script, could still be charged with committing a criminal offence. Drug Squads and the Society officers know the black sheep among us. There are more than enough ways to deal with them without resorting to this. For any natural justice there has to be negligence or carelessness contributing to the commission of an offence.



Putting across the message to the outside world...

Spanish, French, or Russian speaking members of the Press phoning the NPA's press and publication officer Tanya Turton would get the same efficient advice she hands out to English speaking journalists. Not that she has too much opportunity to put her linguistic talents to NPA service. However, at a time when every pharmaceutical organisation is becoming more publicity conscious, Mrs Turton has found her job expanding as the Press and public become more "pharmacy" conscious.

A large map of the British Isles dominates the press and publications office at Mallinson House. On it are pinned the names of local newspapers up and down the country, from the *Morley Advertiser* to the *Walsall Observer*, from the *East Fife Mail* to the *Jewish Telegraph* and the *Wirral Grapevine*. And each of these papers has one thing in common. They all carry a column under the title "Ask your chemist" — a regular series of questions and answers on health matters on which a pharmacist could advise the public.

This series was the brainchild of Tanya Turton, who will have completed five years as the National Pharmaceutical Association's Press and publications officer in November. It is one of the many contributions she has made towards raising the public profile of community pharmacists and the NPA, and the one that gives her the greatest satisfaction. There are over 300 papers which now use the questions, with a total readership estimated at 14 million. Mrs Turton is hoping to increase this number with a June mailing to another 1,500 publications. She collects the questions from a variety of sources — NPA members, the staff at Mallinson House, women's magazines, and reference books. Different associations such as ASH also supply her with the most common questions they are asked. She produces 16 "Q&A's" a month which are vetted by three NPA pharmacists, one of whom is NPA director,

Tim Astill, before being sent out.

As well as providing a public service the NPA sees the series as a back-up to the corporate advertising campaign. Mrs Turton believes it has made a major contribution to the overall image of the community pharmacist, and will continue to do so.

The post that Mrs Turton took up in 1981 was a newly-created one, primarily to act as a contact for the pharmaceutical and lay Press, and to maintain and develop the range of NPA publications. Consequently she became responsible for the pink *Supplement* — 65 years old this year.

Mrs Turton remembers the first thing she wanted to do was change the colour of the *Supplement*. "At the time I thought it was such a 'Victorian' colour, but I was politely and emphatically told a change was out of the question," she says. "But now I am completely converted to 'Victorian Pink' as being a most effective colour — it stands out in any pile of papers."

Reverting to style

She began to use more pictures and illustrations in the *Supplement* and also changed the style of headlines, only to discover she had reverted to a style used 20 years previously. One week each month is taken up with writing the *Supplement*, but Mrs Turton describes gathering material from around Mallinson House as "akin to pulling teeth". The first major task awaiting her at the NPA was to write and design the brochure "This is the NPA" to accompany the publication in April 1982 of the NPA's policy statement "Through the 80's", which she also designed.

The decision to go ahead with the advertising campaign had already been made by the Board of Management, and Mrs Turton remembers the run up to the campaign as a particularly interesting period in her career. "I was right in the thick of the launching of the campaign. I organised the posters for the press conference, and then all the results came in from IFF research to assess what NPA members themselves thought of the campaign, and the Marplan surveys which asked 2,000 consumers what use they would make of the pharmacist...it was all very exciting," she says.

Her function as NPA contact for the media really took off with the appearance of the first advertisements in April 1983.

And because of their success in making the public more aware of the pharmacist Mrs Turton says her job has changed considerably since the early days. "It was definitely after the campaign broke that the Press became aware of us."

In most cases the Press approached the NPA but she did contact several magazines, besides writing "news stories" for the papers. Mrs Turton and senior members of the Mallinson House staff have attended courses on the best ways of promoting the interests of NPA members. These included a course on TV interviews so that she could give first-hand advice to members. The giving of advice on PR is still very much a priority, while PR in general has received an added boost with the taking on of PR consultants Reginald Watts Associates early in 1986.

In the last six months community pharmacists have become increasingly involved with local radio as a direct result of Mrs Turton's initiative. During the Summer of 1985 she approached the BBC with the idea of a pharmacist question and answer session. She also suggested interviews with pharmacists on a number of issues — the black and white lists, prescription charges and exemptions, and advice the public can expect from their local pharmacy.

After several meetings with the BBC hierarchy a series of tapes on minor ailments was prepared in November 1985 (*C&D January 11*). Each tape featured an "expert" explaining the condition, and NPA Board member Bob Worby telling listeners what medicines and advice were available for it from pharmacies. The tapes were sent out to 31 local radio stations and Mrs Turton asked Board members to nominate "pharmacy" spokesmen for their area willing to be interviewed in conjunction with the tapes. Each station was then notified of the spokesman's name.

The tapes themselves were not broadcast extensively but the initiative has paid off in other ways, and can be measured in the number of phone calls Mrs Turton receives from members approached by their local radio station. The recent publicity surrounding the withdrawal of paediatric aspirin proves the point (*C&D, June 21*). Mrs Turton says she will continue to push pharmacists and pharmacy on the radio at every

opportunity, by contacting the station whenever a suitable subject is raised in the media, as well as initiating such seasonal topics as hay fever and sunburn.

Mrs Turton believes her office has the greatest contact with the outside world. Twenty minutes in there proves her point — the phone just does not stop ringing. *The Cleveland Evening Gazette* had a query about Reye's Syndrome; the features editor of *Woman* magazine wanted to know more about the DHSS drug abuse leaflets; a member has been asked to speak on the radio — does Mrs Turton have back-up material he can use? and a member of a hairdressers committee wants to know about the pharmaceuticals in hair preparations.

Extensive library

NPA members often ring in wanting material for exhibitions and for talks they have been asked to give. Mrs Turton has now compiled an extensive library of suitable information for inclusion in such talks. Subjects include dispensing doctors, additives in foods and current affairs such as the Green Paper and Nuffield. When she joined the NPA there was just one such "talk" available — "The Role of the Pharmacist". "If someone rings in with a request for information we don't have, then we will find it or refer them to a place they can get it," says Mrs Turton.

The bibliography of references supporting pharmacy and an extended role for the pharmacist that accompanied the NPA's submission to the Nuffield Inquiry was also Mrs Turton's idea. "With my pseudo-scientific and literary background I believed it imperative that we backed up our submission with supporting material," she says. This came from papers, articles, letters and surveys in a range of medical, scientific, and pharmaceutical literature that she had amassed. The Board agreed to finance a research assistant to compile the bibliography, and subsequently many quotes from it appeared in the Nuffield report. Mrs Turton believes the NPA's submission was the only one to include this sort of information.

Previously Mrs Turton had suggested to the Board that the NPA should carry out an in-depth survey of the OTC medicines market similar to those done in New Zealand and the USA. "I believed that to back our campaign we should put an economic interpretation on what an extended advisory role for pharmacists would actually mean to the NHS and the public," she says. The Office of Health Economics, the Pharmaceutical Society and the Proprietary Association of Great Britain all expressed interest in the survey, *Chemist & Druggist* 5 July 1986

To the NPA via the UN and SK&F

Tanya Turton joined the NPA from Smith, Kline & French, where she spent four years as a medical copywriter in their promotions department writing advertisements, brochures and information leaflets for doctors and SK&F representatives. She also completed the company's course for their trainee representatives so she understood more of what their jobs entailed, and how they used the material she wrote. On several occasions Mrs Turton "saw action" accompanying reps on calls to doctors and remembers being appalled at the way some of them treated their visitors. Prior to this she was employed as a part-time proof reader in the same department. The familiarity she gained with medical terms and pharmaceutical firms was to prove useful when she joined the NPA.

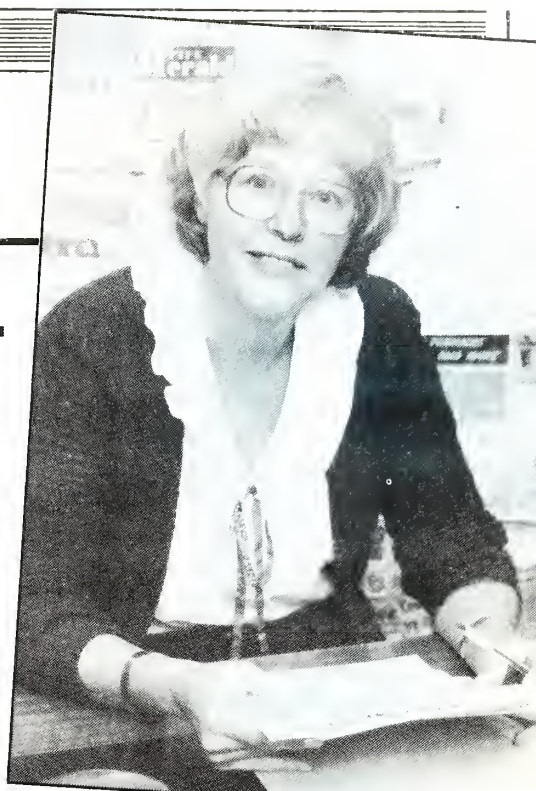
Mrs Turton's background has not always been pharmaceutical. For three years she taught art to 'A' level students, and had previously exhibited and sold her work while living in the USA where she developed a unique method of painting landscapes on wood. But the scientific involvement continued and she and her husband — a research chemist — translated scientific papers from Russian into English. Mrs Turton speaks fluent Russian — her parents were refugees from the revolution. They settled in the Lebanon where she grew up.

Mrs Turton's first job was at the United Nations in New York, which was the only place she could get a job in the States with a Lebanese passport. On her first day at

and discussions were under way at the NPA about financing it when the limited list was proposed. Because of the unsettling effect this would have on pharmacy, the idea was ditched, much to Mrs Turton's regret; she believes it would have been an extremely valuable exercise.

More help needed

Mrs Turton has recently taken on an assistant, Sally Patterson, such is the demand for PR contact. She also works closely with Reginald Watts and his colleagues in the common aim of "raising the consciousness of the public to the pharmacist". She describes her job as PR addressed to members and PR on behalf of members with outside contacts. Mrs Turton has a pivotal role in the new accord between C&D and the NPA. The PR consultancy will concentrate more on the national media. "We are not looking



work she was told that she "wasn't there to think" — a bit of a comedown for a new graduate from Wellesley College, Massachusetts, which scholastically is on a par with Harvard University.

She describes her time at the UN as fascinating. She worked in the Secretary General's registry where she was dealing with correspondence on the Korean War. Mrs Turton was also able to attend the General Assemblies, and tried her hand at simultaneous interpreting.

So what does she think of the pharmacists she has met over the last five years at NPA? "The pharmacists that I deal with regularly are Board members who have the interests of the profession at heart. Those that ring in are eager, enthusiastic and a pleasure to work with," she says. But she does have one criticism. "It's about time there was a woman on the Board of Management."

always to push the pharmacy, but more the concept of 'Ask your pharmacist'," she says. She found it particularly gratifying that when various consultancies were making presentations to the NPA, most of the ideas and goals they put forward were already being covered or had been suggested in-house. Mrs Turton is also closely involved with the work of the PR sub-committee, and the advertising campaign subcommittee.

Immediate tasks include the preparation of a talk for members on drug abuse and a series of mini-articles on health that she is trying to get published. And, of course, the questions and answers column will continue. Her target is publication in 500 newspapers but world domination is not far off! Recent inquiries have come from India, Australia and Canada. "Ask your chemist" and "Ask your pharmacist" knows no bounds.

Glauline eye drops

Manufacturer Smith & Nephew Pharmaceuticals Ltd, Bampton Road, Harold Hill, Romford, Essex RM3 8SL

Description A clear, colourless solution in a plastic dropper bottle. Available in three strengths 0.1, 0.3 or 0.6 per cent w/v metipranolol together with benzalkonium chloride 0.01 per cent w/v preservative

Uses Topical treatment of chronic open-angle glaucoma and other conditions in which intra-ocular pressure is elevated above normal levels

Dosage One drop into the affected eyes twice daily. New patients should be treated with 0.1 per cent, changing to a higher strength if required. Patients on existing therapy should receive 0.3 per cent Glauline. The intraocular pressure of all patients should be monitored regularly

Contraindications, warnings etc Not recommended in patients with obstructive airways disease, cardiac failure or hypersensitivity to metipranolol.

β -blockers should not be given with verapamil. As absorption is possible, Glauline should be used with caution in patients taking similar drugs orally. Use during pregnancy should be avoided, unless benefits shown to outweigh possible hazards. Should not be used in patients with soft (hydrophilic) contact lenses.

Further information Little or no effect on pupil size or accommodation. Some patients may complain of slight stinging which soon passes. Transient headaches reported

Supply restrictions Prescription only

Packs 5ml plastic dropper bottle — 0.1 per cent (£3.73) 0.3 per cent (£4.45) 0.6 per cent (£4.94 all prices trade)

Product Licences 0.1 per cent 0033/0104
0.3 per cent 0033/0105
0.6 per cent 0033/0106

Issued July 1986

Gelcotar liquid

Manufacturer Quinoderm Ltd, Manchester Road, Hollinwood, Oldham, Lancs OL8 4PB

Description Clear deep red/brown viscous liquid containing strong coal tar solution BP 1.25 per cent w/w and cade oil BPC 0.5 per cent w/w in conditioning shampoo base

Uses Psoriasis of the scalp, seborrhoeic dermatitis and dandruff

Administration Wet scalp and hair with warm water. Sufficient Gelcotar liquid should be applied to produce a generous lather. Massage scalp and surrounding

area with fingertips. Rinse and repeat. Finally rinse thoroughly. Use twice in first week and then once weekly thereafter

Contraindications, warnings Known sensitivity to ingredients. Contact with eyes and other mucosa should be avoided.

Supply restrictions General Sale List

Packs Polythene bottles of 150ml (£1.14 trade, £1.97 retail)

Product Licence 0291/0018
Issued July 1986

Becotide 100 inhaler

To help improve patient compliance Allen & Hanburys have introduced Becotide 100 inhaler.

The metered dose inhaler delivers 100 microgram beclomethasone dipropionate per actuation. Each cannister contains 200 inhalations (£9.37 trade). So patients can take two puffs twice daily, say *Allen & Hanburys Ltd, Horsenden House, Oldfield Lane North, Greenford, Middlesex UB6 0HB.*

Wyeth add three to generic range

Wyeth have added three generic products — allopurinol, flucloxacillin and spironolactone — to their range.

Allopurinol tablets are white and available in two strengths. The 100mg tablets (100 £4) are marked "WY" and "004" on either side of a scoreline and the 300mg (100 £13.50) "WY" and "005" on either side of the scoreline. Both have "Wyeth" on the reverse.

Flucloxacillin capsules are orange and grey and also in two strengths. The 250mg capsules (100 £13.50) have "Wyeth" and "WY008" on the orange half, while the 500mg (100 £28.50) are marked "Wyeth" and "WY009" on the orange half.

Spironolactone tablets come in three strengths. The 25mg (500 £15.50) are ivory in colour and marked "WY001" on one side, the 50mg (100 £12) are white and marked "WY002", and the 100mg (100 £15.50) are ivory and marked "WY003" on one side. All three are marked "Wyeth" on the reverse. *Wyeth Laboratories, Huntercombe Lane, South, Taplow, Maidenhead, Berks SL6 0PH.*

...as do Hillcross

Hillcross Pharmaceuticals, a member of the AAH pharmaceutical division, have introduced co-proxamol, diazepam and



The winning team in Ciba's Otrivine hay fever formula window display competition stand outside the winning window at Winson Chemist, Chesterfield Road North, Mansfield. Sally Simmons, MPS, (centre) and her staff (left to right) Jenny Street, Jayne Land, Betty Crooks and Angela Crome, won £100, presented to them by Ciba's field sales manager Mr L. Wood. Over 1,500 pharmacies are said to have requested display kits

glibenclamide to their generic range.

The co-proxamol tablets are blister packed in 100s (£1.84 trade). Diazepam tablets are in three strengths, all packed in 1,000s — 2mg (£1.40), 5mg (£1.50) and 10mg (£1.75).

The glibenclamide tablets are packed in 100s (£5.10). *Hillcross Pharmaceuticals Ltd, Primrose Mill, Harrison Street, Briercliffe, Burnley BB10 2HP.*

BRIEFS

The diameter of Oradexon 2mg tablets is being reduced from 8mm to 6mm.

Identification remains unchanged. An explanatory product leaflet will be enclosed with every pack. *Organon Laboratories Ltd, Cambridge Science Park, Milton Road, Cambridge, CB4 4FL.*

Imferon injection supplies have been transferred from Fisons to their subsidiary CP Pharmaceuticals. All former 2ml, 5ml and 20ml presentations continue to be available. *CP Pharmaceuticals Ltd, Red Willow Road, Wrexham Industrial Estate, Wrexham, Clwyd LL13 9PX.*

Following the reinstatement of alexitol and paracetamol soluble tablets to the list of NHS prescribable drugs from July 1, Winthrop Laboratories have dropped the price of **Actal** tablets (250 £2.55) and **Panadol soluble** tablets (60 £1.20) to match the Drug Tariff price. *Winthrop Laboratories, Onslow Street, Guildford, Surrey GU1 4YS.*

Supplies of units identical to the Siemens Microinhalers TV6000 (mains version) and TV7000 (rechargeable version) — now manufactured under a different brand name are available from sole UK distributors Chave & Jackson. *Chave & Jackson, 7 Broad Street, Hereford, HR4 9RE.*

Dispense one spoonful before meals.



Healthier eating is an accepted long-term trend.

3 million people in Britain now exclude red meat from their diet. 17 million people eat less meat than they previously did.

Just as important as cutting out meat from meals is cutting out products with meat ingredients from the preparation of meals.

You can give your customers the latest prescription for healthier cooking by telling them about Vecon, the pioneer brand in the vegetable stock market.



Just a spoonful or two adds flavour and goodness to casseroles, gravies and soups, or makes a great hot drink. There's no meat extract or artificial ingredients in Vecon. Just natural flavour and colour, and yeast, iron and vitamins.

We're spending heavily on national advertising throughout the year. So make sure you have plenty of Vecon in stock.

It will do you, and your customers, nothing but good!

Vecon. The natural stock to stock.

Another quality product from Modern Health Foods.

Order from your local pharmaceutical wholesaler or the distributors:

De Witt International Limited, Seymour Road, London E10 7LX. Tel: 01-539 3334. Telex: 897816.

**SPIRONOLACTONE
TABLETS B.P.**
25mg _____ 500
50mg _____ 100
100mg _____ 100

**ALLOPURINOL
TABLETS B.P.**
100mg _____ 100
300mg _____ 100

**FLUCLOXACILLIN
CAPSULES B.P.**
250mg _____ 100
500mg _____ 100



...yet more quality generics from Wyeth

As a major international research and manufacturing house Wyeth offer you generic products with an unparalleled guarantee of quality. Wyeth also provide you with sales support and technical back-up services, through our large representative and head office team, to give you confidence and maximum peace of mind.

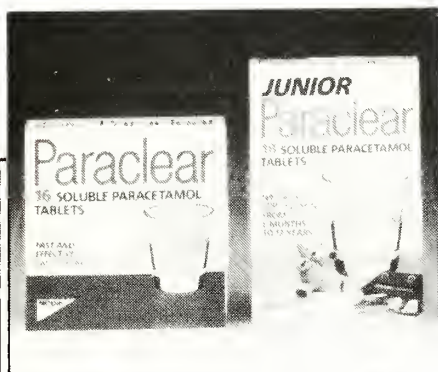
Now you and your patients can benefit from an extended range of Wyeth quality generics which includes spironolactone, allopurinol and flucloxacillin. To enquire about our competitive prices, or any other matter, ring the Wyeth 'Hotline' on 06286 4377 Ext 4519.

WYETH*
GENERICS

Unparalleled quality



*Trade mark



Paracetamol from Nicholas

Nicholas Laboratories are launching family and junior soluble paracetamol tablets with planned promotional support of £2m for the coming year.

Junior Paraclear (18 tablets, £0.63) contain 120mg paracetamol per tablet in a strawberry effervescent base. They are formulated for children aged six months to 12 years old and will be distributed in the next three weeks, say Nicholas. Paraclear tablets (16, £1.12) each contain 500mg paracetamol with a hint of lemon

flavouring and are intended for adults and children six years and older. Nicholas expect the family product to be distributed shortly after the junior one.

Details of the £2m support package, to include national advertising, POS material and a consumer education programme, will be announced shortly, says the company.

The analgesic market was valued at £90m last year, say Nicholas, a 22 per cent increase on the previous year. Aspirin products accounted for some 45 per cent of that figure and paracetamol sales around 44 per cent. Chemists other than Boots sold about £36m worth of analgesics compared with almost £32m sold by Boots last year, say Nicholas.

Soluble formulations account for a quarter of analgesics sales and Nicholas claim their soluble paracetamol formulations offer products that are significantly better in terms of solubility than some of those currently available. *Nicholas Laboratories Ltd, 225 Bath Road, Slough, Berks SL1 4AU.*



Calpol's three week TV run

From July 9 Calpol will be on television for three weeks.

An average of 50, 30-second spots are to appear in each television region except Ulster, say Wellcome. More than 70 per cent of housewives with children will see the commercial an average of 4.5 times, says the company. The commercial's message is: "Calpol — Wellcome relief for the over sixes, available only from your pharmacist". And there are bonuses to encourage pharmacists to stock up: twelve cases of Calpol six plus will be charged as nine on 12 case orders, 12 as ten on six cases and 12 as 11 on other quantities when ordered direct or from a Wellcome representative, says the company. There is also to be POS material supporting the promotion say, *Wellcome Foundation Ltd, Crewe Hall, Crewe, Cheshire.*

Oral-B relaunch

Oral-B are relaunching their dental floss range in August, to include a new floss product.

All three varieties will be repackaged in compact white containers. The back of the pack will detail correct flossing technique and offer the consumer the chance to send off for a free flossing and brushing guide. The "improved" floss will retail at £0.99 for 50yds, and all three varieties will come packed in 12s in a white styrene merchandising tray. *Oral-B Laboratories Ltd, Gatehouse Road, Aylesbury, Bucks HP19 3ED.*

Green Goddess for Z-Stop

The Z-Stop range of insect repellents launched by Thames Laboratories in May, will be supported by an advertising campaign in the Thames TV area.

The commercial is based on an edited

version of the stunt undertaken at the recent press launch of Z-Stop which involved the Green Goddess clad in a green leotard and Z-Stop anti-insect lotion, braving 3,000 starving mosquitoes. *Thames Laboratories Ltd, 5 Laser Square, Isleworth, Middlesex TW7 6RL.*

BC500 in glass

BC500 has been repackaged in clear glass containers with an outer card carton.

The new pack will be phased in as stocks of the old packs run out and POS material and folders are also available, say *Ayerst Laboratories Ltd, South Way, Andover, Hampshire SP10 5LT.*

Sionon — less fat

Sionon chocolate bars and sandwich wafers have been reformulated with a lower fat content and the chocolate bars are now sweetened with fructose to improve the taste, say *Bayer UK Ltd, consumer products division, Bayer House, Strawberry Hill, Newbury.*

'New' Kolanticon

Merrell Dow have introduced a fully re-designed presentation of Kolanticon. The new look will be supported by a full package of POS material. The price of £1.35 for 125ml offers the pharmacist 50 per cent profit on cost, say *Merrell Dow Pharmaceuticals Ltd, Stana Place, Fairfield Avenue, Staines, Middx.*

The distributor for Ronson Sport Plus is *Ronson Consumer Products, 5 Wood Street, Brighouse, West Yorkshire HD6 1PW*, and not as stated in *C&D* last week.

Methanol

Also to AR specification.

James Burrough (F.A.D.) Ltd.

356 Kennington Road, London SE11 4LD Tel: 01-582 0232

From July 1st 1986

AVAILABLE ON
NHS PRESCRIPTION:

Paracetamol Soluble Tablets

Prescriptions can be met by Panadol Soluble Tablets.
Drug Tariff (Trade) Price: 60 tablets — £1.20.

Alexitol Tablets

Prescriptions can be met by Actal Tablets.
Drug Tariff (Trade) Price: 250 tablets — £2.55.

WINTHROP

Panadol and Actal are registered trade marks. Full information is available from
Winthrop Laboratories, Onslow Street, Guildford, Surrey, GU1 4YS.

Moves afoot at P&G and R-V

Richardson-Vicks took over marketing responsibility for all Proctor & Gamble shampoo and oral care brands in the UK last month.

The move follows the take-over of Proctor & Gamble by Richardson Vicks in October of last year and the re-alignment of the P&G product range in America in April.

Head & Shoulders and Crest toothpaste will continue to be manufactured by Proctor & Gamble and will carry the company's logo. Neither company would comment on how the move will affect their salesforces.

Currently being sold into the trade is Crest Tartar control toothbrush to retail at £1.79 for a 150ml pump dispenser. This will be supported with television advertising. *Richardson Vicks Ltd, Rusham Park, Whitehall Lane, Egham, Surrey.*

Bags of sacks

A promotion is being run on Baby Wet Ones — Sterling Health are giving the consumer five free Nappy Sacks with each purchase. *Sterling Health, 1 Onslow Street, Guildford, Surrey GU1 4YS.*

Talking Today

Marketing plans for the Today contraceptive sponge's second year in the UK market were revealed last week.

Distributors Jenks Brokerage of High Wycombe have been appointed to deal with pharmacy outlets, while Family Planning Sales will continue to sell to clinics. Today are setting up an

information Talkline, a free advice service to consumers and the trade which will be manned 24 hours, seven days a week, with fully qualified, experienced family planning nurses available at any time.

The phone number is 01-486 5614.

The Talkline will feature in the brand's biggest ever advertising campaign, with a planned spend of £½ million over the next 12 months. New advertisements will run in women's magazines throughout this Autumn and will carry a £1 off coupon for their next purchase redeemable on one box of three sponges through pharmacies. *Jenks & Co, Castle House, 71 Desborough Road, High Wycombe, Bucks.*

Hand in glove with Royalty

Marigold gloves have a special offer for chemists timed to coincide with the Royal Wedding in July.

With every two dozen Marigold house gloves ordered, the chemist will receive 24 Berol royal blue commemorative pens to give away with every pair of gloves sold.

They are also offering 13 for 12 on a pre-pack free-standing unit. *Merrell & Pardoe Ltd, Park Lane Industrial Estate, Oldbury, West Midlands.*

Work and leisure

A selection of Summer leisure equipment is available to photo chemists who purchase UCAR alkaline batteries.

Dealers who buy 250 batteries (200 maximum of E.91(LR6) type) will receive a wine cooler; for purchases of 500 batteries (400 maximum of E.91(LR6) type) — a barbecue set; and for 1,000 batteries (800 maximum of E.91(LR6) type) — a sunlounger and chair. *Pharmagen Ltd, Church Road, Perry Barr, Birmingham.*

Rendells new silhouette

Rendells pessaries have been repackaged with the design of a couple in silhouette against a cerise and blue background. The full product name is now Rendells feminine contraceptive pessaries to help inform first-time users as well as pharmacy assistants exactly what the product is and where it should be positioned in-store.

From this month, De Witt International are responsible for the product's marketing in the UK.

W.J. Rendell Ltd have welcomed reports from the USA that the spermicide used in the pessaries — nonoxynol-9 — has been shown to inactivate the AIDS virus (HTLV-III) *in vitro* in less than 60 seconds. Writing in *The Lancet* (December 21/28, 1985), the American researchers describe how the spermicide at concentrations of 0.05 per cent or more inactivated the virus *in vitro* and they suggest the compound may be useful in reducing sexual transmission of HTLV-III. *W.J. Rendell Ltd, Ickleford Manor, Hitchin, Herts SG5 3XE. Distributors De Witt International, Seymour Road, London E10 7LX.*

Grasshopper

Cannon Babysafe have taken over as sole distributor to the chemist trade the Grasshopper range of baby clothes. *Cannon Babysafe Ltd, Lower Road, Suffolk CO10 7QS.*

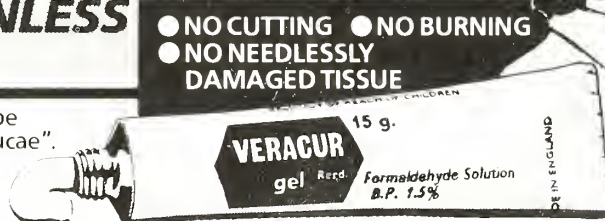
Pretty Clever Products have taken over the importation and marketing of Classic Nails from Nicholas Kiwi. Any inquiries should be addressed to *Pretty Clever Products, Padgate Business Centre, Green Lane, Padgate, Warrington WA1 4JN.*

VERACUR

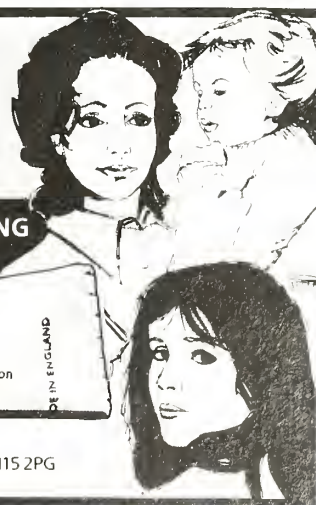
PREFERRED BECAUSE IT'S PAINLESS

"The least destructive method possible should be chosen for the treatment of warts and verrucae".
Ref. BNF 11 1986 30.7.

Veracur Gel is a 1.5% solution of formaldehyde in a clear water miscible base, contains no acid, is convenient and painless.



Full information and from Typharm Limited, Ethical Pharmaceuticals, 14 Parkstone Road, Poole, Dorset BH15 2PG Telephone (0425) 479711.



NEW R.P.M.
£1.55



How many see in

At this time of year, a lot of people will be needing Dimotapp. It's not just because Dimotapp is the antihistamine/ decongestant that professionals believe in.

Or because Dimotapp works for up to 12 hours, with a low incidence of drowsiness.

Each long acting tablet contains: Brompheniramine Maleate USP 12mg, Phenylephrine Hydrochloride BP 15mg, Phenylpropanolamine



Drains do you a year?

Or even because Dimotapp has a
range of sugar-free elixirs.

It's quite simply because Dimotapp
turns off a runny nose.

Dimotapp® L. A. Turns off a runny nose. Whatever the season.

hydrochloride BP 15mg

A. H. Robins Co. Ltd Horsham, West Sussex RH13 5QP



For the very best in
Haircare Accessories
... Pick a card !

Lady Jayne



Loughton & Sons Ltd., Warstock Road,
Birmingham B14 4RT



Beecham's Winter remedy

Beecham Proprietary Medicines have announced their biggest ever advertising spend for Winter 1986 with major television campaigns of over £1m for Beechams Hot Lemon and Veno's, and high levels of support for the Nurse and Mac brands and Beechams powders capsules.

New Mac Mint medicated throat lozenges will be advertised nationally from October in a £600,000 campaign. Each stick contains 12 individually wrapped lozenges and retails at £0.25. The active ingredients are amlymetacresol 0.6mg and sucrose and glucose syrup solids 2.7g.

Night Nurse and Day Nurse have been repackaged and have new flavours — orange/apricot for Day Nurse and minty-menthol for Night Nurse.

Dosage recommendations for Day Nurse liquid and capsules is now up to four times in 24 hours (previously three times). The new look bottles and cartons come in 160ml size and will be supported by £750,000 national Press and television advertising.

Beechams Powders capsules will also be supported with £500,000 national television advertising.

Away from the Winter remedies Diocalm will feature in a £600,000 national television campaign. Beecham have produced a free technical information brochure for pharmacists on the treatment of acute diarrhoea, covering the cause and pharmacological action.

Beecham say there will also be heavy advertising support for Setlers, Resolve, Oxy, Germoloids, Quickies and Badedas.

Medicines marketing director, Simon Pulsford says: "The company's commitment to TV and Press advertising is well known. Over the last two years Beecham Proprietary Medicines will have doubled their advertising spend between 1984-85 and 1986-87." *Beecham Proprietary Medicines, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.*



Take the leading vitamin C.



Redoxon Effervescent Vitamin C accounts for a sparkling 50% of the vitamin C market through chemists.

Available in five delicious effervescent flavours.

ROCHE CONSUMER
DIVISION

**ONLY JUNIOR DISPROL
HAS PARACETAMOL
IN SOLUBLE TABLET FORM**



**TO HELP WITH THEIR LITTLE
ACHES, PAINS AND FEVERISHNESS**

Nowadays many mothers prefer to give paracetamol to relieve pain and to reduce a temperature. Junior Disprol soluble tablets are carefully formulated to give a precise dose of paracetamol, and are an ideal treatment for babies and children from three months. It's easy to give and, because it's paracetamol, it's gentle on small stomachs.

Junior Disprol is available in sugar-free suspension form, as well as soluble tablets.



JUNIOR DISPROL — A FIRST STEP TOWARDS SUGAR-FREE MEDICINES.
Reckitt & Colman Products Ltd Pharmaceutical Division, Dansom Lane, Hull, HU8 7DS

...AND PARACETAMOL-BASED JUNIOR DISPROL WILL BE ADVERTISED WITH A £300,000 CAMPAIGN IN WOMEN'S MAGAZINES.

Junior Disprol is already proving a winner in the radically changing children's analgesic market—for good reasons.

- It's the only soluble paracetamol tablet for children.
- It dissolves completely in water or a favourite drink.
- It can be used for children over three months, a younger age than comparable junior paracetamol sachet products.
- It's convenient for the older child, too.

Junior Disprol is available in sugar-free suspension form, as well as soluble tablets.

A national advertising campaign starts in June, with two full page colour advertisements supporting both the suspension and tablet formulations of the product, which 75% of mothers with children under 10 will see 7 times.

Support material includes point-of-sale display, product merchandisers and leaflets for your customers, explaining the advantages of paracetamol as an analgesic for children, and the benefits of sugar-free medicines.

In addition, a nationwide promotional campaign has already started, with sampling and product information being made available to General Practitioners and Health Visitors.

**MAKE SURE YOU STOCK AND DISPLAY JUNIOR DISPROL TABLETS AND
SUSPENSION PROMINENTLY—THEY'RE PHARMACY WINNERS!**

**JUNIOR
DISPROL**

— A FIRST STEP TOWARDS SUGAR-FREE MEDICINE



Simplicity — key to K-C's sanpro range development

Kimberly-Clark are embarking on a major programme of product and packaging developments across their sanpro range. The key elements see the Simplicity branding move to cover all the leading press-on products, with new pack designs and products, and an advertising and promotional support package claimed to be worth £4m, including television advertising for the first time in the current test.

Simplicity size 1 regular (10s £0.62 suggested price) and 20s (£1.09) and Simplicity size 2 super press-on towels 10s (£0.67) and 20s (£1.19) are joined by a new product Simplicity Night-time size 3, a thicker and absorbent press-on (10 £0.79) Marketing manager Chris Porter says that 30 per cent of the 16million women using sanpro use products other than their normal form of protection at night. 15 per cent of all women classed their periods as heavy/very heavy flow, while another 700,000 women a year required greater protection following childbirth. Mr Porter also sees a significant usage in the incontinence field. Advertising will reflect these usage categories as the campaign continues into next year.

The Brevia pant liner and Stowaway individually wrapped towels (10s £0.57 and 20s £1.05) will be marketed under the Simplicity banner and joining them is a digital tampon — Simplicity tampons, in regular 20s (£0.89) and super 20s (£0.99). The products for the time being will have dual naming to help existing consumers, but the company see the original brand names disappearing in due course.

The new pack designs, across the whole range, feature soft pastels with collage effect illustrations and also form the basis for the television campaign which starts this week — "Simplicity — let's you take everything in your stride". The new range will be available for distribution in a fortnight's time. Chris Porter estimates that wide distribution will be achieved by the end of August. A "teaser" commercial announcing that a new Simplicity is on the way will run nationally for the next two months on Channel 4. Following the teaser, Kimberly-Clark will be running advertisements for specific products through into next year. The company estimate that 80 per cent of women will see the commercial at least 12 times.

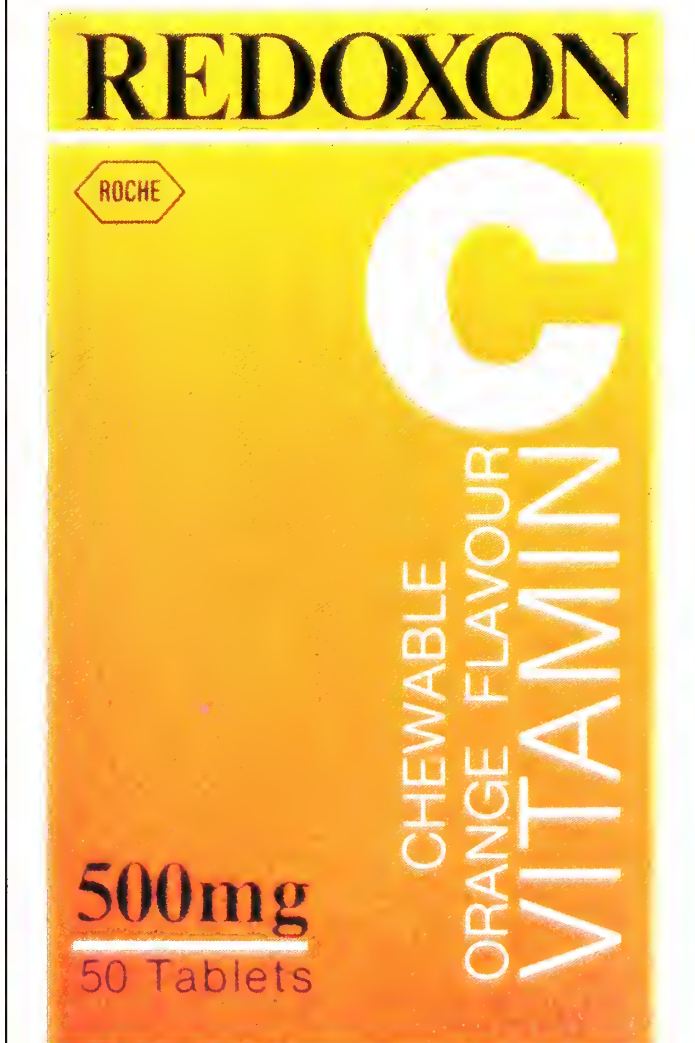
In all, Mr Porter says the company are spending £1.5m in television advertising this year, with a similar sum earmarked for 1987. In addition, £1m will be spent on trade and consumer activity during the next twelve months including sampling and money off coupons.

Mr Porter says: "Simplicity has been the biggest selling name in press-on towels for over eight years, and has built up a high consumer awareness and brand loyalty. We are extending the guarantee of excellence the Simplicity name embodies to our other major brands to offer a range of towel products under a single brand banner that meets the needs of all consumers."

Kimberly-Clark Ltd, Larkfield, Nr. Maidstone, Kent.

Chemist & Druggist 5 July 1986

Take the fastest growing vitamin C.



Sales of Redoxon Chewable Vitamin C are 60% up on last year. Available in 250 mg and 500mg Vitamin C strengths.



CONSUMER
DIVISION

— ONE — MILLION WOMEN PREFERRED IT. NOW WE'VE IMPROVED IT.

When it was launched in November 1979, the Discover 2 home pregnancy test became an instant best seller.

Since then sales have reached well beyond one million packs.

Women have preferred it for its accuracy, and for its ease of use.

Now we have taken this tried and tested formula and improved it.

New Discover 2 has greater sensitivity and can detect even lower concentrations of the pregnancy hormone HCG.

It means women can get an accurate reading on the very day their period is due.

They also have the reassurance of knowing that the technology is the same as in tests supplied by Carter-Wallace to hospitals and clinical laboratories.

Some things, of course, we haven't changed.

New Discover 2 is just as easy to use. And it's as easy to read as ever.

All of which means that women will go on preferring it, in even greater numbers.



AS RELIABLE AS HOSPITAL
AND DOCTORS RESULTS.
Includes repeat test

Discover 2

Carter-Wallace, Wear Bay Road, Folkestone, Kent. Tel: (0303) 57661.



Second variant for Aquafresh 3

Beecham Toiletries are adding a "mild 'n minty" flavour to their Aquafresh 3 range. The new flavour, to retail at £0.85, has red, white and green stripes to distinguish from the original flavour. Both will be supported with a £750,000 national television advertising campaign. Since Aquafresh 3 was relaunched in 1983, it has increased its share of the market from 5 to over 8 per cent, say Beecham. "This gain has established the brand as number four in the market after Colgate, Macleans and Crest", say Beecham Proprietaries-Toiletries, Beecham House, Great West Road, Brentford, Middlesex TW8 9BD.

Vidor Powercell launch

As part of a bid to double their market share in consumer batteries by the end of next year, Crompton Vidor have brought out a "new improved" battery range with accessories, and a new-look livery.

The Powercell series is a range of three battery types: the zinc carbon Powercell, in the standard power price range (£0.37 to £0.73), Powercell plus, also zinc chloride and placed in the "HP" sector (£0.26 to £0.96); and the Powercell Longlife, at the top of the range (£0.58 to £2.25), using alkaline technology.

A new black and silver livery incorporates the Vidor chevron design and the accessory collection has been extended to complement the line. A leisure lantern (£7.58) which floats in water, and a range of Italian design flashlights — Phaser — have been introduced (£2.35). Other accessories include a cycle lamp (£5.29) and the Target pocket torch "for men" (£1.87). A new management team is leading the development of Vidor's battery collection (see **Appointments**). Crompton Parkinson Ltd, Woodlands House, The Avenue, Cliftonville, Northampton.



Take the leading vitamin B6.

BENADON VITAMIN B6



Benadon is clear brand leader with a healthy 40% market share. Available in 20mg and 50mg strengths.



CONSUMER
DIVISION

Louis Marcel foot the bill

Nicholas Kiwi are introducing a range of four footcare products under the Louis Marcel label.

The range is designed to promote the "hitherto untapped" beauty care positioning in the footcare market. "With a total market size estimated to be nearing £11m at rrp and growing at approximately 10 per cent per annum, this launch of a cosmetically appealing brand with an up-market feel would seem to be very timely," say Nicholas Kiwi.

The four products in the range — moisture absorbent foot powder, rough skin remover cream, foot cooling lotion and miracle stone — are packaged in white and mint green bottles carrying a foot motif.

Counter or shelf units have been designed to carry six of each of the range and header cards bear the copy line —



"New treats for feet".

The copyline "Now smooth operators are streetwise footwise" will feature in a Press advertising campaign. A large slice of the total £750,000 Louis Marcel 1986 budget will be spent on the campaign which majors on women's magazines during August and September. The media list includes *Cosmopolitan*, *Options*, *Elle*, *Company*, *19*, *Over 21* and *Look Now*. Nicholas Kiwi division of Nicholas Laboratories Ltd, 225 Bath Road, Slough, Berks SL1 4AU.

Ciba offer a prize Escort

Ciba Consumer Pharmaceuticals have launched a nationwide in-store competition, entitled "Freewheeler", with a Ford Escort Cabriolet XR3i, in Lypstyl blue, as first prize.

The free to enter competition, is open to consumers and retailers. The winner will be the entrant who spots the correct number of Lypstyl "lips" in a drawing on the entry coupon and who most skilfully gives a name to the Lypstyl car. A bonus prize of a luxury Cartier wrist watch is also on offer. To win consumers have to list in order of importance four benefits of using Lypstyl. Entry coupons can be obtained from Ciba Consumer Pharmaceuticals, Wimbleshurst Road, Horsham, West Sussex PH12 4XX.

Super offer!

Supercolor cameras are being offered to the trade in packs of six with 24 packs of 600 series film for £234 plus VAT.

Polaroid say the deal represents a price (£21 per camera and £4.50 per film pack) normally available only on larger orders.

The packs of cameras — three red, two blue and one yellow — and films come with a floor standing display unit.

In addition dealers can buy twin packs

of SX-70 film with a flash bar at the same price as a twin pack of film — £9.16 plus VAT. Again the photopacks come in a display unit, this time designed for counter use. Polaroid (UK) Ltd, Ashley Road, St Albans, Herts AL1 5PR.

Timotei offer

There are two new promotions on Timotei shampoo and conditioner: the 400ml shampoo will be banded with a free 40ml travel size, while the 200ml shampoo and conditioner both feature 25ml extra free. Elida Gibbs Ltd, PO Box 101, Portman Square, London.

ON TV NEXT WEEK

GTV Grampian	U Ulster	STV Scotland
B Border	G Granada	(central)
C Central	A Anglia	Y Yorkshire
CTV Channel Islands	TSW South West	HTV Wales & West
LWT London Weekend	TTV Thames Television	TVS South
C4 Channel 4	Bt TV-am	TT Tyne Tees

Amplex:	C,TVS,LWT,TTV,C4(C,TVS,LWS)
Andrews:	G,Y,HTV
Andre:	All areas
Anne French:	Bt
Arret:	G,C,TTV
Autan:	B,Y,A,TVS,LWT,TTV
Caladryl:	G
Carnation footcare:	G,Y,C,TVS,LWT
Dentu-creme and Dentu-hold:	All areas
Farleys Rusk:	All areas
Grecian 2000:Y,TTV,GTV,STV,G,A,HTV,TT,U	
Immac Dancer:	TVS,TSW,B
Infra-care baby bath and lotion:	All areas

Braun launch pocket shaver

Braun UK have introduced a new battery shaver so small it will fit into a pocket measuring just 8.5cm high by 6cm wide and 2.5cm thick.

It runs on two alkaline batteries, offering shaving time of up to 70 minutes. A travel cover which holds the cleaning brush protects the shaver against damage, and incorporates a switch lock to ensure that the shaver cannot be turned on accidentally.

The shaver comes in matt black and retails at around £9.95. Braun Electric (UK) Ltd, Dolphin Estate, Windmill Road, Sunbury-on-Thames, Middlesex.

Cartier go for the body

Cartier are launching a three-product Body Beauty Collection through their 220 outlets including 25 pharmacies on August 15.

Claiming to be the most exclusively distributed fragrances in the UK the Le Must de Cartier soft body milk (£26, 150ml) dusting powder (£34, 150g) and perfumed body cream (£39, 200ml), are packaged in red, gold and white. Pharmacy promotion will be through prominent window display backed by staff product training.

The Cartier fragrance ranges launched in 1983 now account for around 10 per cent of the company's turnover — £35m in 1985. Cartier Ltd, 175 New Bond Street, London W1.

Jordan toothbrushes:	All areas
Kimberly Clark Simplicity:	All areas
Lady Grecian 2000:	GTV,STV,B,G,A,HTV,TVS,TTV
Lipcote:	All areas
Listerine:	All areas
Malibu:	All areas
Murine:	Bt,C4(LWT)
Nurofen:	All areas
Odor Eaters:	B,Y,TSW,TT
Odor Eaters Trainer Tamers:	U,B,Y,TSW
Optrex:	All areas
Peaudouce Babyslips:	TV-am
Ponds cream and cocoa butter:	Bt,STV,E,C,A,TVS,TTV
Proflex tablets:	TT,C4
Rug Patrol:	G,Y,C,LWT
Sensodyne toothbrushes:	Bt,GTV,STV,Y,A,TVS,LWT,TTV
Super Poligrip:	All areas
Veganin:	G,Y
Vidal Sassoon:	All areas
Z-stop:	TTV

Milupa cereals get three fresh flavours

Milupa are adding three new varieties to their baby cereal range.

Harvest muesli breakfast, Sunripe banana breakfast, and porridge oats breakfast (all £0.90) are said to contain 12 added vitamins, calcium, iron and the Milupa modified milk. There are no flavourings, colourings or preservatives added.

A "Tastiest breakfasts" competition will run until October with prizes including a microwave oven and quality gift sets. A chemist window display competition will run from August 1 to the end of September. Milupa's £2m advertising campaign will also support the new breakfasts. Milupa breakfasts claim to have 53 per cent of all baby cereal sales, with their 7 cereal breakfast the number one product say, *Milupa Ltd, Milupa House, Hercies Road, Hillingdon, Uxbridge, Middlesex UB10 9NA.*

Less of the Flannel!

Shulton have announced their intention to build up their business in the prestige fragrance sector with the re-representation of the Grey Flannel fragrance.

The company claims to have maintained leadership of the £275m male fragrance market with the help of the Insignia brand launched last September and the buoyancy of its established brands — Old Spice, Mandate and Blue Stratos. But Shulton say they have made little progress to date in the prestige sector, which last year showed 25 per cent growth.

In response to specially commissioned research, Grey Flannel is being relaunched to appeal to what the company sees is a new generation of male. "The prestige male fragrance market is characterised by a younger, more self-indulgent, higher spending and individualistic male" says managing director, Nick Kohn.

As a result the company is playing down the "flannel" and "grey suit" associations of the brand and are supporting it with a new £0.5m advertising campaign. Double page spreads in women's magazines will run from September through to Christmas carrying the copyline: "Man in Grey" and a picture of a man's body. There will also be a new range of POS material.

As yet the company will not disclose if it intends closing any independent chemist accounts, but say it is seeking to distribute through top chemists with high volume fragrance sales. *Shulton (GB) Ltd, Shulton House, Alexandra Court, Wokingham, Berks.*

Macleans on offer X 6

Beecham Toiletries are promoting Macleans with a spread of six offers flashed on-pack.

The 125ml twin-pack will feature a free watch offer. Each carton carries one watch token. Consumers need to collect two tokens to redeem a digital quartz watch.

A free 30ml tube is being given away with a 175ml family tube. A special carton — flashed with the offer — contains both tubes. Three special sizes — all flashed with "20 per cent extra free" — containing 150ml, 90ml and 60ml of toothpaste are on offer at the normal in-store price of the range's regular 125ml, 75ml and 50ml sizes, respectively. Finally a 30ml size — flashed with "Trial price: 21p" is also available. *Beecham Proprietaries Toiletries, Beecham House, Great West Road, Brentford, Middlesex.*

Chemist & Druggist 5 July 1986

Take the hint?



Brand leaders like Redoxon and Benadon show just why Roche Vitamins are such important profit earners.

We're also the leaders in vitamin research, with over 100 years of experience. Our new Roche consumer sales force can put that experience to your advantage. And give your own vitamin sales a boost.

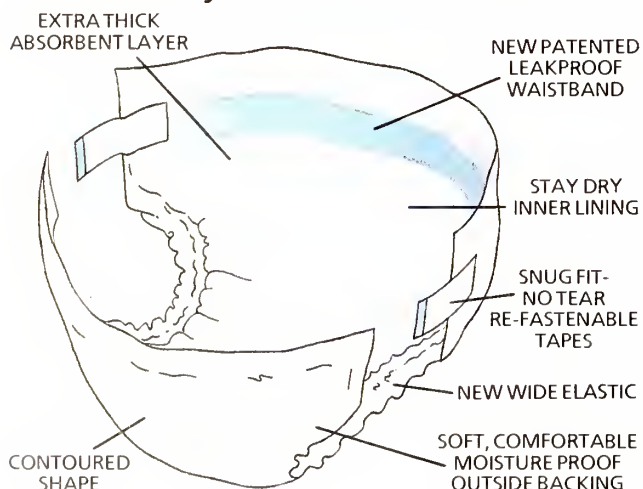
Contact: Roche Consumer Division, Roche Products Ltd, PO Box 8, Welwyn Garden City, Hertfordshire AL7 3AY Telephone: (0707 328128. Redoxon and Benadon are trademarks. J720216-686.



NUMARK INTRODUCE THE THAT LEAVES YOU MO

Numark own brand nappies, exclusively available to Numark members, represent a superb opportunity to profit from the UK's fastest growing consumer market.

They include a number of features that make them the best fitting and most comfortable all-in-one disposable nappies that money can buy.



With each pack price marked (£1.25 for 10's, £2.45 for 20's), Numark customers know at a glance that they're getting an exceptionally good deal, and yet Numark Chemists enjoy a healthy profit on return of 18%. So this exciting new product is not only more advanced than



£2.45



BETTER-FITTING NAPPY E COMFORTABLY OFF.

any on the market, it is also cheaper than all the branded products.

Numark nappies will be included in the July and August Numark National Promotions and illustrated in advertising in the The Sun, TV Times, Sunday Post, Ulster TV, Bradford Telegraph & Argus and other regional papers.

An additional sales boost is provided by the Numark Bonny Baby Photo Competition with entry forms inside all launch packs of Numark Nappies. There are cash prizes and trophies for the winning customers and weekend breaks for their Numark Chemists.

For further information

contact your local Numark
Wholesaler or Independent
Chemists Marketing Ltd.,
at 51 Boreham Road,
Warminster, Wilts. BA12 9JU.
Telephone: 0985 215555.



Makes you money

Gluten-free feast of eight

GF Dietary Supplies have added eight new gluten-free products to their range — two cakes, three varieties of cookies and three breakfast cereals.

The two cakes, banana (£1.25), and date and walnut (£1.29), have a guaranteed shelf-life of at least three months. Both cakes have added dietary fibre, but are wheat and milk free, and contain no artificial colouring, flavouring or preservatives, says the company.

The cookies are available in ginger, coconut, and spicy fibre (150g £0.70) and are gluten milk, wheat and egg free — no artificial colouring, flavouring or preservatives are used.

Gluten-free muesli is now available in a 375g "family" pack (£1.39) as is the new muesli with carob (£1.15).

The other new breakfast product — hot breakfast cereal is made entirely from rolled saracen corn. It makes a gluten-free "porridge" and can also be substituted for porridge oats in other recipes (250g £1.15). *GF Dietary Supplies Ltd, 494 Honeypot Lane, Stanmore, Middlesex HA7 1JH.*

Twin push

Wilkinson Sword's recently launched fixed twin disposable razor, Retractor Twin, will feature as an on-pack gift across the range of Elida Gibbs' Denim brand of men's toiletries throughout the Summer months. The promotion involves over half a million packs. *Wilkinson Sword Ltd, Sword House, High Wycombe, Bucks HP13 6EJ.*

Luxury weekend for two

Chemists assistants could win a luxury weekend for two in London and £150 of the latest sports clothing in a competition to find "Miss Prosport".

The competition will run until the end of August. Seton retail marketing manager, Gillian Inglis, said: "This competition follows our very successful Bryan Robson promotion for Prosport and we hope to make it an annual event."

To enter, contestants have to send a recent photograph of themselves together with their entry form to: *Miss Stephanie Heeney, "Miss Prosport" competition, Seton Products Ltd, Oldham.*



Parfums Stern are adding deodorant parfumé to the Valentino bath and body range. The new product extends the range to 13 SKUs. The new deodorant is launched in response to demand by consumers who dislike the clash of normal toiletry deodorant scents with their own chosen fragrance. To retail at £12.50, the fluted frosted glass 100ml natural spray bottle has a fez-shaped gold coloured cap and is cartoned in ivory and red to match the rest of the bath line. *Parfums Stern UK Ltd, Princes House, 36 Jermyn Street, London SW1*

It's snow joke!

Hawaiian Tropic's Ski Pro brand is to be supported with a £100,000 promotional and advertising campaign.

Advertisements will run in specialist ski magazines, and for the first time, combined advertising for Hawaiian Tropic Summer and Winter Sun products will be used in the women's Press during 1986 and 1987, say *Network Management Ltd, 50 London Road, Brentford, Middlesex TW8 8JL.*

On the waves...

Seven Seas herbal remedies are being advertised on London's independent radio station LBC until October.

The 30-second advertisements will coincide with the transmission of the "Body Talk" programme and the Philip Hodson Hour. New Era's biochemic tissue salts also feature in the campaign, which supplements advertising currently running until the end of December in the women's and health food Press. *Seven Seas Health Co Ltd, Marfleet, Kingston-upon-Hull, HU9 5NJ.*

Essentially lemon

Raynor Burgess have introduced natural lemon essence to their range. The 28ml bottle is boxed and will retail for around £0.75. *Raynor Burgess Ltd, Bull Lane, London N18 1TQ.*

Numark savings for July

Consumer savings during July include: Nusoft all-in-one toddler nappies, liners; Nappy Mates; liquid soap; Nusoft kitchen towels; Sunpure decaffeinated coffee; Nusoft baby orange syrup; Nucross glucose powder; Hanx mansize tissues; Nusoft tissues, slim towels and panty liners and toilet tissue.

A free cheque book holder with calculator worth £17.35 is on offer with specified quantities of Numark and NPA prescription and counter bags, and Edinburgh International hand cut lead crystal glassware is also on offer with Nuwarm hot water bottles.

Retailer bonuses will be available on the products on promotion, and Numark Finishing Touches will feature a 7½ per cent bonus on a composite pack, six of each, plus a free merchandiser of Numark day & night cold relief, Nucross paracetamol 50s and soluble aspirin 100s. There will also be 10 per cent on Nucross calamine lotion, witch hazel, kaolin & morphine and coconut oil, 15 per cent on 12 cases or more of Numark expectorant cough relief and 5 per cent on Numark soluble aspirin, paracetamol and indigestion tablets. *Independent Chemists Marketing Ltd, 51 Boreham Road, Warminster, Wilts.*

Peach of an idea

Thomas Christy are to advertise peach facial scrub and the cleansing pad range in single colour pages, mainly in the young women's Press. Existing advertisements for the rest of the range have been given a mini face-lift for a stronger corporate feel, say *Thomas Christy Ltd, Christy Estate, North Lane, Aldershot, Hants.*

Antica on trial

Network Management are running a 45p trial size promotion on Antica Erboristeria shampoo.

Each trial size bottle will carry a 45p refund sticker, which can be placed on a special coupon leaflet available at point-of-sale. The coupon can be redeemed against a full (250ml) size shampoo or conditioner. POS material includes a shelf organiser, leaflet holder and leaflets. *Network Management Ltd, Marlborough House, 50 London Road, Middlesex.*

The new Immac^{*} product that will outstrip the competition

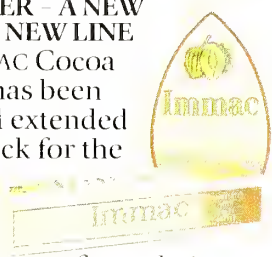


The new IMMAC Strip Wax is bound to take off with such a powerful name behind it. After all, nobody knows more about the subject than the makers of IMMAC.

Wax treatments are widely used in beauty salons for really effective, long lasting hair-removal. Now your customers can do this at home with the confidence of a name they know well.

COCOA BUTTER - A NEW LOOK AND A NEW LINE

The IMMAC Cocoa Butter range has been improved and extended with a new pack for the lotion and the introduction of a cocoa butter cream formulation.

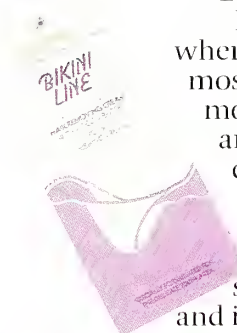


HIGH TIME FOR BIKINI LINE

Now is the time when women worry most about removing hair from around this delicate area.

IMMAC Bikini

Line is specially designed to solve this problem and is a must with summer coming.



THE BIG SPENDERS

The advertising expenditure on IMMAC is more than anyone else spends year-round on their range of depilatories. £1 million is spent to support this brand-leader through TV, radio, press and PR.

With our growing range, this can only increase, together with your sales.



Immac

The buy-word for hair removal

Contact your representative, or: Whitehall Laboratories, 11 Chenies Street, London WC1E 7ET.



Only 147 shopping days to...

Christmas might be the last thing on your mind at the moment but for manufacturers the Summer season is the time for unveiling their latest merchandise for the festive period. After a sluggish Spring hit by bad weather, there may well be plenty of money around to spend on a Christmas treat.

Christmas Special



▲ Roger & Gallet's bath and toilet soaps are available in four different size coffrets for Christmas 1986. Six toilet soaps housed in a see-through rigid container will retail at £6.95, and other soap coffrets are offered individually in five fragrances. A pack of three Jean Marie Farina products — a 100ml cologne, 200ml bath and shower gel and toilet soap — come in a travel bag, retailing at £13.95 and a range of seven different gift ideas is offered for men, from the L'Homme range. These include a L'Homme "traveller" — a navy wash bag with tan leather trim at £12.50



The Azzaro Pour Homme toilet bag is a practical item liveried in the Azzaro image. It contains after shave 75ml and talc 100g, to retail at £19.45. While the boxed gift set retails at £21.50 and contains eau de toilette spray 50ml and soap 100g



▲ Pictured is a selection of the many Christmas coffrets Yardley have on offer. From left to right is White Satin talc and soap (£4.25), talc and 25ml cologne spray (£6.65) and a presentation box (£16.95)



◀ For Christmas, all variants of the 250ml and 100ml sizes of Fenjaal creme bath will appear in gift cartons to retail at £7.59 and £3.95 respectively. Also available are two coffrets (£3.69 each) — one containing a 42ml bottle of Classic creme bath and a 100g cake of Classic beauty soap, and the other containing a 42ml bottle of Avantgarde creme bath and a new 105ml Avantgarde moisturising body spray

► This year Bronnley have extended their festive range with the addition of crackers containing both standard and travel size Water Lily soaps. Presented in the same gold packaging as the gift sets, the crackers contain two each of either the 25g or 100g soaps (£1.55 and £2.75). The crackers are available in all three fragrances — water lily with jojoba, sunflower and aloe vera. Gifts which will actually hang on the Christmas tree are always popular and this year Bronnley have come up with a large (£2.25) or visitors size (£1.25) Water Lily soap encased in round and oval plastic baubles



NO.1 IN MEN'S
FRAGRANCES AND STILL LOOKING
TO THE FUTURE.

We launched the first popular aftershave 30 years ago and to stay No.1 we've been committed to new products ever since. That's why we couldn't finish this advertisement; right now we're busy creating the new product of 1987.



NO.1 FOR PROFIT

Old Spice pioneered the market and today it is still the No.1 popular brand*. When it comes to track records in delivering profits, nothing equals Old Spice. You may have seen Old Spice on TV in June and you'll be seeing the brand on air again this November and December. Old Spice is a brand with a great past and, with that kind of commitment, a great future.



NO.1 FOR GROWTH

Shulton invest to grow. During the 70s we launched Blue Stratos and Mandate. Blue Stratos was created for the sporty young man, Mandate for fashion-conscious young men. Well-packaged, well-positioned and heavily-supported, both brands have grown continually year on year*. And both will be on national TV again this Christmas.





NO.1 FOR INNOVATION

Last year we created Insignia, the first "all over body programme". Insignia was the most successful male toiletries launch of the decade. With another £1.75m on TV behind the brand we expect Insignia's second Christmas to be even more profitable than the first.

NO.1 FOR ADVERTISING

Profits don't come cheaply, we've always spent heavily behind our brands and once again we spent nearly half the total advertising money in the men's fragrance market last year. And this year we'll once more be the biggest spenders with £5.5m on TV. No one else comes close.

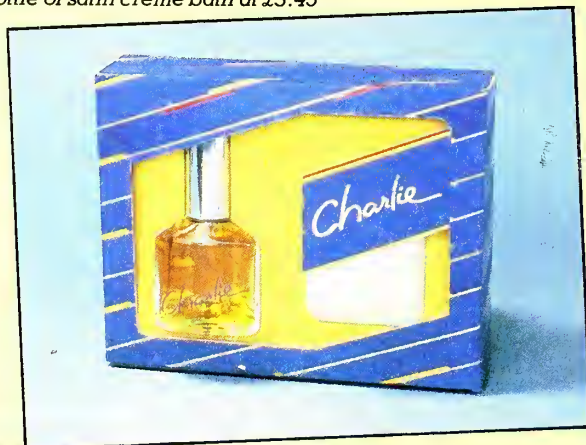
S H U L T O N

In 1987 Watch this space

Christmas Special



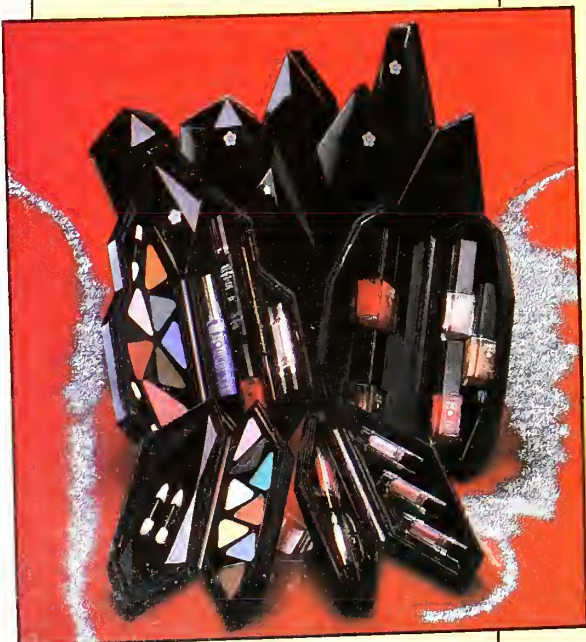
Richards & Appleby's new range of toiletry gifts brings an Oriental theme to the Christmas season. Silkwood is packaged in black boxes with oriental flower design, and finished with golden pull-tassles. There are three products in the range: a box of four 75g soaps; dusting powder with a soft powder puff (both £3.95); and a 250ml bottle of satin creme bath at £3.45



These Babyliss Flash dryers (£9) and brushes (£7) are designed to capture the young impulse end of the market. With a choice of two fashion colours — fuchsia pink and bright turquoise — the dryers come with their own transparent zip bag, colour edged to match. They have 1000 watts of drying power and a safety cut-out mechanism and detachable blow dry nozzle



Revlon are offering more than a couple of Charlies as Christmas gift sets this year. Charlie Expressions contains a 30g eau de cologne spray with 70g soap (£5.95), while Charlie Treasures offers a 50g eau de cologne with 60ml bath foam (£8.50). Also at £8.50 is Charlie Sensations — a 50g EDC spray with 60ml body silk



The Mary Quant gift set programme comprises four collections for nails (£9.95), lips (£9.95), eyes (£9.95) and make up (£15.95). All the sets are vacuum formed in black with a book style hinge



A true "original" is on offer from 4711 this Christmas. A 100ml eau de cologne is presented in the original Rosali flask bottle, dating back to the eighteenth century. The flask was shaped so that it could be slipped down the side of a soldier's boot, and the cologne comes in a wooden box with a scroll detailing the history of 4711 (£9.95). And from bottles for boots to gifts for stockings — a tree bell (£0.99), packets of five colognettes (£0.85) and a mini dab from the Ice range (£1.75) are all included in the 4711 gift range. Four boxed sets with acetate outers will also be available; a 25ml watch bottle with soap (£3.95), a 30ml atomiser with soap (£9.95), a 50ml Molanus bottle with soap (£5.95) and a triple pack of soap, retailing at £4.49. "Classic" bottles are also available ranging from £1.95 to £32, including a new 50ml atomiser at £4.95



Eylure are wrapping up for Christmas in more than one sense. With their Tabac original, 95ml aftershave comes a full length scarf in a boxed gift set (£7.99). Other sets offer 50ml aftershaves with a 50g deodorant spray and key ring (£5.99); or with a 21g deodorant stick and 75g body talc (£7.99). A toilet bag set includes an aftershave plus 100g talc at £10.99



Woods of Windsor are putting boxing days before Christmas by presenting their six traditional floral fragrances in new gift packs. Two boxed sets feature a combination of eau de toilette and hand and body lotion (£8.75) or talcum powder and hand and body lotion (£6.50). The Woods of Windsor castle logo is embossed in gold inside the lid. And two bath-time gift sets each contain three bath cubes and a 100g soap with a choice of talcum powder or bath gel (£4.95 each). Other gifts include miniature packs at £2.50 and a display pack of two hand-dipped perfumed tapers — also at £2.50



Pictured is the Beauty Basics Just Desserts gift range for Christmas. Products include bath salts, shampoo, bath foam and soaps

For Christmas Elida Gibbs are introducing a quartet of Denim gift sets. These are made up of after shave and anti-perspirant; after shave and deodorant body spray; after shave and talc (all £3.59); and anti perspirant and talc (£2.39). Denim will be on national television during the pre-Christmas period as part of a £1.25m support programme for 1986

For the incurable romantics who dream of soft, feminine dressing in floating chiffon, silk and lace, Max Factor are offering Le Jardin. There are seven coffrets in all ranging in price from Loving Touch (£8.95) to First Love (£3.95)



Christmas Special



▲ An ideal Christmas gift for someone embarking on 35mm photography for the first time is the Kodak EF35mm camera outfit (£45). The camera features a built-in electronic flash, a prefocussed system, a 3-element Kodak Ektanar f4 glass lens and easy loading. It comes with a wriststrap, a Kodacolor Gold 100 film (24-exposure), 2 AAA alkaline batteries, an instruction booklet and a five year warranty

Nicholas Laboratories are contributing to the festive spirit with special packs of their bath additives. For the first time Nicholas are including the Radox moisturising collection in the Christmas line up — with two products from the range together in a gift pack. Individual products are also festively packaged



▲ Avent say their packaging is just right for the Christmas season with their new elephants design included in the gift sets. The illustrations feature on Avent's tableware range for babies and toddlers

New from Houbigant is the Chantilly coffret (£40) containing 14ml parfum, 70ml eau de parfum and boudoir atomiser



▲ Network Management's Christmas gifts from Parfums Balmain this year include the Ivoire Tendresse coffret — a hinged coffret containing a beige flocked vacuum form platform, which can self display. Retailing at £24, it holds the 28g eau de toilette atomiseur, with the 150g soap. Other gift sets are the Ivoire Prestige coffret with perfumed body cream and atomiseur (£20) and the de luxe coffret with EDT, perfume and soap (£45)



▲ Pastale, launched in June by the House of Matchabelli, will be celebrating its first Christmas with three gift sets, all packaged in cream and gold with peach flower buds: a 30ml eau de toilette spray with foam bath, (£12.95); with talc and soap, (£14.50); or with talc (£11.50). These sets will be complemented with two sizes of the eau de toilette spray, individually packed: 30ml, retailing at £7.95, and 50ml, retailing at £12.50

Christmas Special

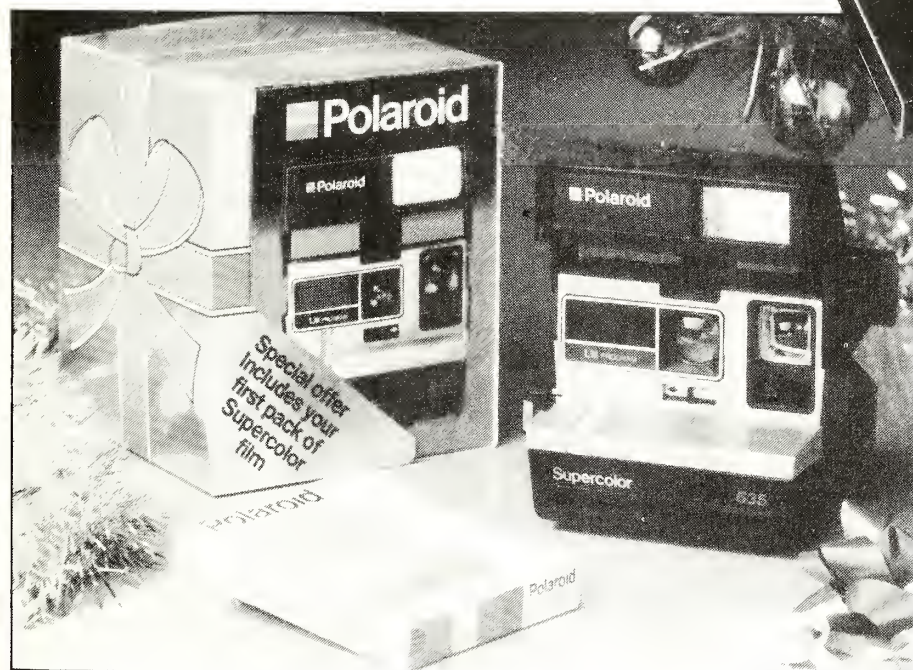


New from Columbia Products is a range of body pampering gifts for the adult market. The range includes luxury bath gel decanters; pot pourri presented in old fashioned storage jars available in two fragrances — English rose and apple dash, and porcelain swan soap dishes. The range also includes bath pearls presented in PVC pouchettes, shell dishes and gift boxes. All are priced at £2.50. Columbia have also made additions to their children's bathtime novelties range

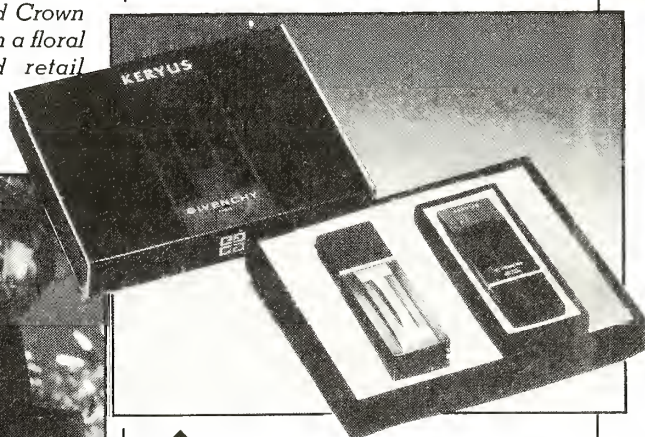
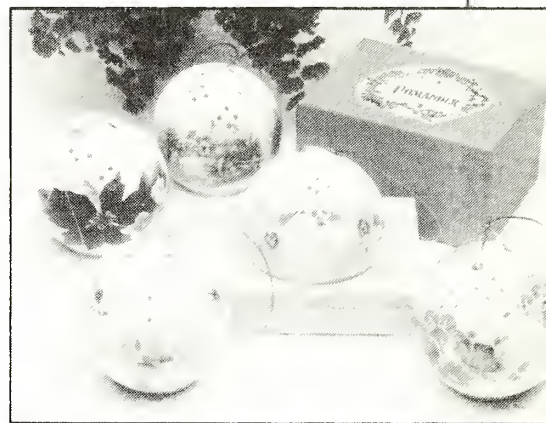


▲ This year Roc Laboratories are offering a range of 13 lines, including the "Keops traveller" for normal skin (£14.95) or easily irritated skin (£13.95). The presentations uses a graphic theme based on the Roc "oval" and, say Roc, has been improved "to reflect the image and quality of the items offered". Merchandise will be available for delivery September/October and parcels can be tailored for individual accounts

There's a pot pourri of gift ideas from Taylor of London, including bathtime luxuries, scented sachets, perfume and men's toiletries. Pictured is a selection of hand made bone china pomanders. Made by Coalport, Royal Grafton and Crown Staffordshire, they are filled with a floral formula 400 years old and retail at £7.50



From Lancome this Christmas come three gift wrapped references of the O Intense eau de parfum: a 50ml bottle (£13); a 75ml atomiseur (£14.50) and a 100ml bottle (£19.50). Other brands will also feature a "wrapping paper and ribbons" theme, and a new black eau de parfum vaporiser in 60 and 15ml sizes is introduced for Fidji, to stay in the range for 1987



▲ Keryus from Parfums Givenchy, will be presented in a black and gold gift box for Christmas 1986. The coffret contains 100ml eau de toilette and a 75ml after shave treatment cream — an ideal gift, claim Givenchy, for the man of today, with his increasing awareness of the need for skin care. Available from October, the set retails at £41

◀ Polaroid's 635 gift set will again be available this year; the camera and film in a gift wrapped box sell at £30. And a Christmas offer enables dealers to sell the Supercolor 600 with three flashbars for £20

Christmas Special

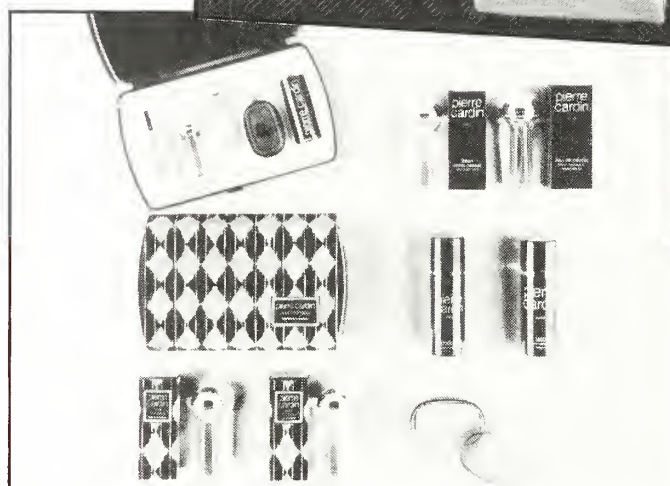
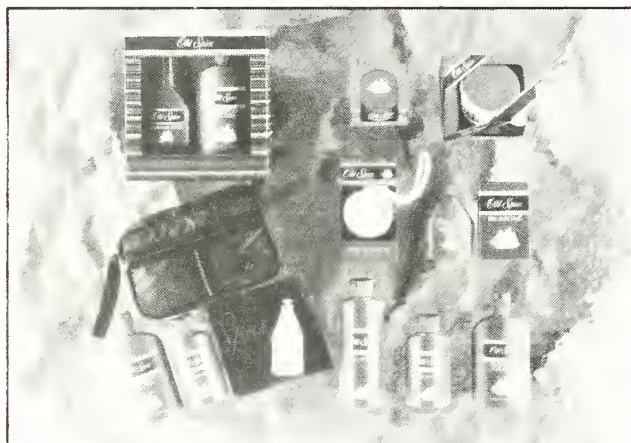
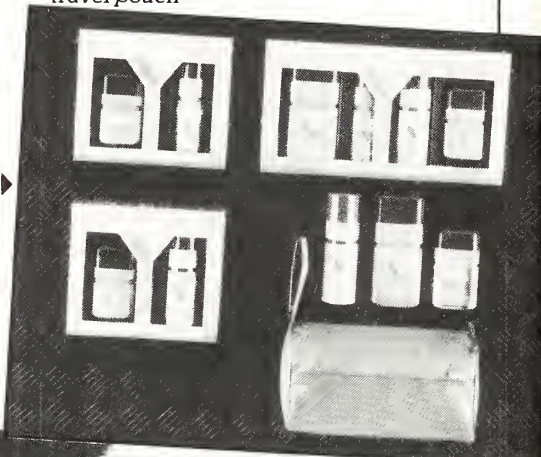


"Fragrance-filled treasures" is how Elizabeth Arden describe their Christmas collection — inspired by the Chelsea Gardens range. The lines include porcelain pieces and gift sets as well as single items. Among the Blue Grass porcelain items are a country floral jam jar with milk bath (60g, £13.50) and a nosegay powder shaker (£16)

The Insignia toilet bag (£7.95) comes in grey vinyl with red tab logo, and piped all over in red with zip opener and strap handle. The bag contains three products from the range: 100ml after shave lotion, 250ml frequent-use shampoo and 150ml spray deodorant. There are three other gift sets available in the range



A fashionable present for the man on the move is the Philips Voyager (£11.95) hairdryer. Designed in matt black with green and white graphics, it has a folding handle and a black travel pouch



WE'RE GOING POTTY!



Send for a **FREE SAMPLE** of our new potty and details of our other products to:
Babydiner Ltd.,
Freepost,
Dunfermline,
Fife, KY12 7BR
Tel: 0383 723007

The Old Spice Christmas collection leads off with the traveller toilet bag (£8.95) — a blue bag with blue and red strips. The traveller contains 75ml after shave lotion, 100g talc, 250ml shampoo and blue face cloth. Within the gift sets Shulton are offering a wide selection of product combinations and price points and all the sets are packed in window boxes featuring the Old Spice colours. They range in price from £2.95 to £7.20. Point of sale items include showcards and windowcards

Shulton Prestige Products are again presenting their Pierre Cardin pour Monsieur gift set as an "executive collection" this year. The smoked perspex box contains a 50ml shampoo, 22ml after shave balm, 22ml after shave lotion, 40g soap and 25g talc (£10.95). A new Christmas design sleeves this set along with the 55ml after shave lotion and the 55ml eau de toilette (£9.95 and £11.95 respectively)

"The perfect Christmas gift for the discerning man" is how Ciccarelli describe their Dimensione Uomo range, introduced to the UK by Dean Warburg Marketing. Their gift sets include a 50ml after-shave lotion, soap with soap box, shaving foam and a zipped travel bag (£26.50)





Minoxidil and baldness

Upjohn recently submitted an application for a product licence for **minoxidil lotion**, under the brand name **Regaine**, as a hair growth promoter. Minoxidil was originally marketed as an antihypertensive but it was soon observed that it stimulated hair growth. Early studies using *ad hoc* formulations of creams compounded from crushed tablets indicated that topical application of minoxidil had therapeutic potential. Further trials have now shown when minoxidil can most usefully be used.

There are two major types of baldness. *Alopecia areata* is a patchy hair loss which may progress to complete baldness (*areata totalis*) or complete loss of body hair (*areata universalis*). The cause of these changes is not known, but they may be associated with autoimmune diseases, stress, and infection. The treatments now available — which include intra-lesional injection of steroids — may cause serious adverse effects and are not clearly effective. The more common male pattern baldness of ageing is testosterone-dependent, and arises from alterations in the hair cell cycle. Minoxidil probably enhances hair growth by cutaneous vasodilatation, although laboratory studies suggest that it may also directly stimulate epidermal cells and influence immunological processes.

Trials in alopecia areata have shown that minoxidil exerts a dose-dependent effect on hair growth, the quality and quantity of hair being superior with a 5 per cent rather than a 1 per cent solution. Patchy alopecia areata responds better than more widespread baldness, and in one study of severe alopecia, hair growth was sufficiently good to enable a wig or hat to be discarded in only 3 per cent after one year's treatment. In male-pattern baldness, a 2 to 3 per cent solution of minoxidil was most effective when the baldness was least widespread and of shortest duration. Of these subjects, 32 per cent were judged to have a good or excellent response, defined

as more than 50 new hairs in a 2.5cm diameter test circle.

Neither of these studies was adequately controlled by placebo, but in one smaller comparison in male-pattern baldness, no difference between the active lotion and the vehicle alone were found and hair growth increased after the use of each formulation. In another study in alopecia areata, the response to minoxidil was not therapeutically useful and some hair growth was not cosmetically acceptable.

Minoxidil lotion therefore seems to be useful for some people but it is clearly not the hair tonic for all type and degrees of baldness. However, it is well tolerated, with local irritation occurring rarely. Systemic absorption after application to the scalp is low, although some patients have reported an increase in hair growth elsewhere on the body while using the lotion. Minoxidil will therefore be a useful, safer, and in some cases superior alternative to the current treatments for alopecia.

Remembering operations

The lay press have occasionally reported people remembering events during an operation, even though under a general anaesthetic (GA) at the time. These events have sometimes been so unpleasant — for example, remembering details of the operative procedure — that the patients sue the anaesthetists for the distress they suffered. The pharmacological basis for the persistence of awareness under anaesthesia has recently been explored.

Memory is thought to have two theoretical compartments: short term memory has a low capacity for storage and if information is to be recalled it must be retained by passing into long term memory. For patients to be able to recall the events in an operation, they must first be aware of the events and, secondly, they must be able to retain them in long term memory. Some intriguing experiments have shown that this does occur.

Patients about to undergo obstetric procedures were lightly anaesthetised and paralysed with a neuromuscular blocking agent; one arm was isolated from the circulation — and therefore the effects of the neuromuscular blocker — with a tourniquet. During the anaesthetic, these patients were able to move the isolated arm in response to verbal commands, indicating they were aware of events

around them. Nobody, however, recalled doing so after the operation.

In a second experiment, patients did not respond to commands given during anaesthesia but were later able to recognise words from a list that had been read to them. This indicated the words had been stored in long term memory. Evidence that perioperative events could influence subsequent behaviour was provided by a third experiment, in which patients were played a tape over headphones. They were told that after the operation they would recognise the voice and touch an ear in response. A significant proportion did touch their ears.

The basis for these findings lies in the differing sensitivities of parts of the brain to anaesthetics. All GAs suppress the "auditory evoked response" activity of the higher centres, but whereas the barbiturates and volatile anaesthetics such as halothane also suppress this activity in the brain stem, others such as Althesin and the opioid fentanyl have no apparent effect. The auditory pathway involves the brain stem and is highly metabolically active, even during general anaesthesia. This may therefore be the route which short-cuts the short term memory, committing perioperative events to long term memory.

Cancer: not good news

In a gloomy analysis of trends in death from cancer over the past 30 years, two United States researchers have concluded that the war against cancer is being lost. Despite success against some cancers, and the dramatic development of cytotoxic drugs, the deaths from cancer continues to rise.

The evaluation of success against cancer is not straightforward because several parameters that are widely quoted are subject to confounding influences. For example, it is common to discuss the success of chemotherapy in terms of increasing one-year or five-year survival rates. However, this parameter measures the outcome of one episode and may appear to improve although the death rate remains unchanged.

Cancers can now be detected and treated earlier, so the interval between diagnosis and death is increased. The short-term survival rate is improved but the outcome is the same.

The authors conclude that the most meaningful measure of change is the total number of deaths caused by all cancers, adjusted for changes in the age and size of the population. By this measure deaths from cancer in the United States have increased by 8.7 per cent since 1962.

The analysis of trends for different types of cancer in America provides some interesting data. The mortality from cancer of the breast or prostate has changed little since 1950. Cancer of the colon and rectum has been declining steadily, and there has been a marked decrease in deaths from stomach and cervical cancer. What is most discouraging is the increase in deaths from lung cancer. In 1950, the age-adjusted mortality rate was 13 per 100,000; by 1982, it was 47 per 100,000.

These data are, of course, relatively crude and they obscure current changes in cancer prevalence within specific age groups that will subsequently change mortality rates. With the increase in lung cancer being attributed to smoking — about 98 per cent of cases are caused by tobacco — perhaps our efforts should be directed at prevention as well as cure.

Drug-induced photosensitivity

There are two fundamental types of drug-induced photosensitivity, although in practice they are not easily distinguished because some adverse reactions have aspects of both.

Photo-allergic reactions are uncommon, and are usually cell-mediated immunological responses to proteins made antigenic by combination with drugs which have been altered by light. They may occur whether a drug is applied topically or taken systemically, and typically present as an eczematous rash although variation in duration of exposure to the sun may cause symptoms ranging from redness to a severe blistering eruption.

Phototoxic reactions arise after the direct effects on the skin of drugs which have become reactive after absorbing light, and which combine with cellular proteins or disrupt metabolic systems to cause cell death. This type of reaction is more common than photo-allergy, and, because its mechanism is chemical rather than immunological, may occur in all people exposed to both the drug and sufficient light, even after the first dose. Symptoms include redness and, in severe cases, blistering, followed by increased tanning and skin peeling.

Photosensitivity reactions have been reported with a wide range of drugs, and

the most common groups are listed in the table. There may also be cross-sensitivity with related drugs — for example, people who are made photo-allergic by sulphonamides may also react with frusemide.

Reactions usually subside when the drug is withdrawn or when exposure to sunlight is reduced, although severe local lesions may also require topical steroids. Sunscreens with a high protection factor may be helpful, although they may further irritate badly affected areas of skin. Some of these agents, for example the aminobenzoates and padimates are chemically related to photosensitising drugs and may therefore exacerbate or even initiate a reaction.

Drugs commonly associated with photosensitivity reactions

Sulphonamides	eg	co-trimoxazole
Thiazide diuretics		bendroflumazide
Sulphonylureas		chlorpropamide
Phenothiazines		chlorpromazine
		promazine
Tetracyclines		demeclocycline
Anti-inflammatories		piroxicam
Others		chlorthalidone
		griseofulvin
		nalidixic acid

OCs in the dock again

Hepatocellular carcinoma, a malignant cancer with an average survival of only four months, is the latest to be associated with the use of **oral contraceptives (OCs)**. Two studies, both retrospective, have found that the risk of hepatocellular carcinoma is greatly increased after prolonged use of the pill.

In the first study, the use of OCs was examined in 26 women who were found to have hepatocellular carcinoma; 18 had taken OCs, nine of these for more than eight years. By comparing these cases with a group of 1,333 matched controls, it was calculated that the risk of this cancer increased only in long-term users, and this risk was 4.4 times greater than controls. When four patients were excluded because they may have had hepatitis — a known risk factor for liver cancer — the excess risk increased to 7.2.

The second study examined the use of OCs in 19 women who had been certified as having died of hepatocellular carcinoma during 1979-82, and compared them with matched controls who had died from other unrelated causes. Again, the risk for hepatocellular carcinoma in women with more than eight years use of OCs was significantly increased — 20-fold in this instance. These researchers also found a significantly increased risk among women who had used OCs at any time, irrespective of duration.

Although retrospective studies may often be difficult to interpret because of confounding factors, no important problems were identified in these. The number of cases appears to be small, but there are only one or two cases per 100,000 population each year in this country. The absolute risk is therefore very low, and the authors calculate that a maximum of 12 deaths annually might arise from OC-induced liver cancer.

Another perspective has been provided by American researchers, who calculate that even if the risk of hepatocellular carcinoma is 20 times greater among long term OC users, this will have no noticeable effect on life expectancy.

Topics in Treatment is a regular series by Stephen Chaplin, MPS, staff pharmacist, Regional Drug Information Unit, Wolfson Unit of Clinical Pharmacology, Newcastle-upon-Tyne, looking at current developments in prescription medicines.

A list of references used in the preparation of this article is available from the Editor

IF YOU RECOMMEND SOAP TO YOUR CUSTOMERS, HERE ARE SOME OTHER THINGS YOU MIGHT LIKE TO SUGGEST.



facecloth



make-up remover pads



tweezers

More and more women are realising that soap is extremely hard on their skin. And they are starting to look for alternatives.

SebaMed is completely free from soap and the harm it can do. Its gentle formulation has been specially developed by dermatologists to clean deep into the pores but without destroying the skin's natural protective layer.

SebaMed has a pH value of 5.5, which not by coincidence is exactly the same as that of healthy skin.

Because of this, SebaMed is able to both restore and maintain the natural, delicate balance of oil and moisture. So unlike soap, SebaMed

will leave skin feeling soft and supple, not tight and dry.

The cleansing bar is just one of the SebaMed range of moisturisers, cleansers and creams, all of which are totally free from soap. Beginning in July, SebaMed will be promoted nationally in leading women's magazines. With a £180,000 campaign running until December.

So even more women than ever will soon be looking for a kinder alternative to soap.

Make sure you have SebaMed in stock. It will certainly help your customers keep their skin healthy, while having a similar effect on your bank balance.

A-H-ROBINS Horsham, West Sussex RH13 5QP



For beautifully healthy skin

BETTER TREATMENT FOR YOUR SKIN.

Teething gels and Reye's Syndrome

May I draw to the attention of retail pharmacists the possibility of paediatric products containing salicylates other than aspirin being a potential cause of Reye's Syndrome.

I refer particularly to teething gels, eg Bonjela, Teejel, which contain 8.7 per cent choline salicylate. Excessive use of these products has been reported to cause salicylate poisoning. In one case (*Lancet*, November 24, p1132, 1979) the use of 3x10g tubes of Bonjela over 48 hours resulted in a serum salicylate approaching four times the normal therapeutic level. Used according to the manufacturer's directions Bonjela would give a salicylate dose equivalent to approximately 200mg aspirin in 24 hours.

In view of such reports surely salicylate-containing products should also

be withdrawn from use in children who are under 12 years of age.

Penelope Sutton,

Staff pharmacist patient services,
The Queen Elizabeth Hospital,
King's Lynn

Forged scripts

The Law Lords have now ruled that we (pharmacists) are responsible for the dispensing of forged prescriptions (*C&D* last week p1272).

Day after day I receive from the FPC lists of prescription forms lost or stolen from doctors in the area. Practically every doctor I know has been in the "roll of honour". We should now demand that the onus of this ruling be shared by the medical profession.

Any GP losing forms should be severely disciplined and if need be stand in court alongside us. Their penalty should also be more severe.

S. Cohen
Bolton

Chester lice on malathion

The information given in the *Chemist & Druggist* June 21, p1221, was incorrect insofar as Chester Health Authority is concerned: the insecticide currently recommended by us is *malathion*. The next projected changeover is 1988.

The information published by International Laboratories was on the basis of reply-paid cards circulated in the District. It is very easy, inadvertently, to cross out the wrong item on these cards and, unfortunately, this happened to us. As the information is provided for retail pharmacists, we advise checking with district pharmaceutical officers.

In Cheshire the health authorities advise retail pharmacists of the current recommendations and consult and advise them before any change is made.

A.M. Lewis

District pharmaceutical officer,
Chester Health Authority



LIBRIUM
chlordiazepoxide

Roche quality at the drug tariff price

Further information available from Roche Products Limited, PO Box 8, Welwyn Garden City, Hertfordshire AL7 3AY

Chemist & Druggist 5 July 1986



Quality in Medicine

EXTENDING THE NEW GENERATION OF QUALITY PRODUCTS



A NEW FORCE IN THE PHARMACY

For over 75 years, Leo Laboratories has developed quality products for prescription and pharmacy-only sale throughout Europe. Now Leo Laboratories is putting its OTC experience to work for pharmacists in the UK – through 'Quality Care'.

This month, Emoform toothpaste joins Opas and Opazimes in the growing range of medicines bearing the 'Quality Care' seal. And like the other 'Quality Care' products, Emoform is a proven treatment, with something extra. A highly effective sensitive tooth formula, Emoform also has very low abrasion and helps encourage oral hygiene.

Emoform now comes in a refreshing new minty formulation, as well as the original flavour. With bright new packs, and a refreshing new taste, Emoform is sure to create interest on the pharmacy shelf.

Throughout Spring and Summer, Opas and Opazimes are being heavily promoted in women's magazines and the national press. Now Emoform will be promoted to your customers and the dental profession. Total 'Quality Care' advertising above and below the line will approach \$450,000.

It's all part of the 'Quality Care' philosophy of encouraging pharmacy-only purchase and supporting your important advisory role in community health care.

For further information, contact the Order Department,
Leo Laboratories Ltd., Longwick Road, Princes Risborough, Bucks HP17 9RR.

Opas, Opazimes and Emoform are registered trade marks.



Resolve ethics

I would like to reply to the point raised by Mr. Brack (*C&D*, June 21 p1251) regarding Beecham Resolve and the Code of Ethics of the Pharmaceutical Society. Pharmacists can be reassured that Resolve does not offend the Code.

Before introducing any product we check its acceptability according to all the relevant Codes. Our interpretation of the Society's Code of Ethics, paragraph 1.10 (11), was that it is intended to refer to products claiming to ameliorate the immediate intoxicating effects of alcohol and not one that simply relieves the morning-after symptoms of overindulgence in food and drink.

This interpretation was based on consideration of the full text of paragraph 1.10 (11): "A pharmacist should not stock, sell or advise people to buy any preparations (whether classified as medicinal products or not) which are claimed to counteract the undesirable effects of alcoholic beverages because of the possibility of misuse and consequent

danger to the public."

Beecham Resolve was specifically considered by the Law Department of the Society shortly after its introduction and deemed not to fall within this category.

Dr. T.L.C. Dale

Medical director, Beecham Products

Big spender

I noted with interest and considerable disappointment the article in *Business News* in *C&D* June 21, p1257 about the top advertising "big spenders".

You have accurately picked out the top nine OTC and toiletry companies out of the top hundred advertisers in 1985. What is significant by its omission is the one company who not only features in the top hundred, but also is the only one of these companies that has a chemist-only strategy. Jeffrey Martin (UK) Ltd actually lies in the 88th position.

A.J. Broad

*Managing director,
Jeffrey Martin (UK) Ltd*

Mr Broad is quite right to feel aggrieved at

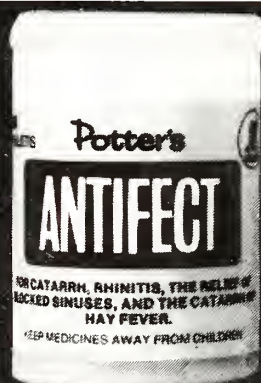
our oversight. Expenditure of £6.5m (MEAL) means the company rubs shoulders with TSB, Martini and the Leeds Building Society. As Mr Martin tells us: "It is a crime for a chemist to go out of stock of our products when we are giving them this support". *Editor.*

Winding down with thanks

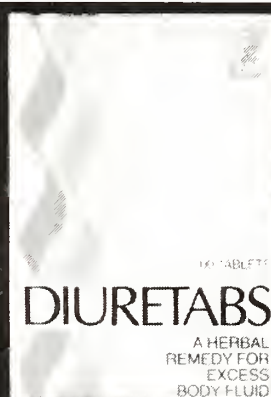
Please accept our thanks for the help you gave in publicising the Pharm Aid appeal. We are now in the process of winding down the appeal which so far has raised approximately £1,700. We would like to take this opportunity to thank everyone who has contributed to Pharm Aid and to praise the overwhelming support shown by pharmacy.

Special thanks to *C&D* for publicising the appeal and also for sending a photographer to the Sport Aid run to capture our "athletes" on film. We have sold approximately 250 Pharm Aid tee-shirts; these are distributed throughout

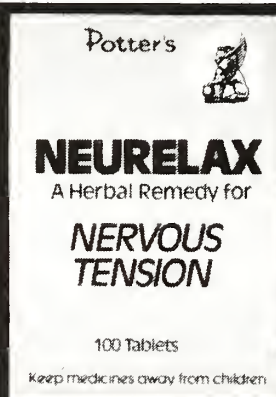
CATARRH & BRONCHITIS



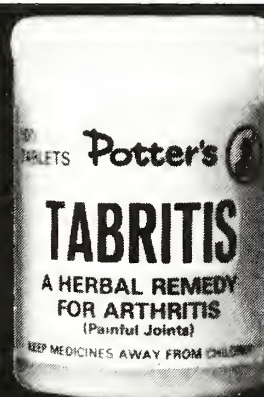
URINARY COMPLAINTS



NERVOUS TENSION



ARTHRITIS



Major herbal remedies from Europe's biggest herbal medicine producer

Potter's



Potter's (Herbal Supplies) Limited, Leyland Mill Lane, Wigan, Lancashire, England.

Britain and are also in America, Hungary, Norway, Australia, New Zealand, South Africa, Eire and the Channel Islands.

John Langley,
Catherine Hay,
Postgraduate Society,
School of Pharmacy,
Brunswick Square

Gyno-Pevaryl explained

I would like to clarify some confusion over Gyno-Pevaryl.

Xrayser (C&D June 14, p1165) was correct in noting that there are different packs of Gyno-Pevaryl. Gyno-Pevaryl 150 contains three pessaries each containing 150mg of econazole nitrate. The recommended dose is one pessary a night for three nights.

Gyno-Pevaryl 1 contains one pessary, but the base of this pessary is totally different to that of Gyno-Pevaryl 150. It has a polysaccharide base and has been shown to retain antifungal activity in the vagina for up to five days. Gyno-Pevaryl 1 can therefore enhance patient convenience and compliance, whereas Gyno-Pevaryl 150 represents a treatment of one pessary each night for three nights.

It should be emphasised that the two products cannot be substituted for one another.

W L Jefferson

Executive director Medical & Pharmaceutical Services, Ortho Cilag Pharmaceutical Ltd

□ To prevent any confusion arising from the entry in the C&D Price List, Gyno-Pevaryl 1 and Gyno-Pevaryl 150 will be shown with the single dose formulation identified as "polysaccharide-based".

Editor.



Kodak's new 8,448 light bulb illuminated sign in Piccadilly Circus was switched on for the first time last Monday evening. It will be on for twenty-four hours each day seven days a week to advertise Kodak cameras and films, video tapes and copiers together with other products. It is also planned to highlight special events with messages — the first of these will be a birthday greeting to Princess Diana. The company has also opened a Consumer Centre in Regent Street to advise consumers on photography and provide retailing and D&P facilities

Calsalettes — no shortages

Our laxative product Calsalettes was blacklisted last year, but fortunately sales came from prescriptions. We have now rationalised our packaging and replaced the 20 and 100 packs (available for the past 75 years) with a 60-tablet pack for the sugar-coated and uncoated presentations.

During the last six weeks we have had numerous letters from patients complaining that pharmacies are now saying the Calsalettes have been discontinued. This is incorrect and we can confirm that the new 60-tablet pack of Calsalettes sugar-coated and uncoated tablets are available from the majority of UK wholesalers.

Anthony L. Hodges

Managing director,
Torbet Laboratories Ltd

BOOKS

Buying a shop — how to choose, what to pay by Eric Jensen BCom, MPS, FIPharmI, MInstM. Paperback, pp220, £5.25. ISBN 0-9507437-3-9. Published by *E.A. Jensen, 6 Attree Drive, Queen's Park, Brighton, Sussex BN2 2HN.*

This book aims to offer a practical plan of action for a would-be buyer. Now in its sixth edition, it has been revised and enlarged to include a 58-page section on stock control, because, as the author says, everyone buying a shop should be familiar with stock control principles.

The book includes a specimen contract, ideas on finding capital, and an exercise in forecasting. There are also some tips for those selling up.

The author will be well known to regular C&D readers through his "Pharmacy Economics" series of articles.

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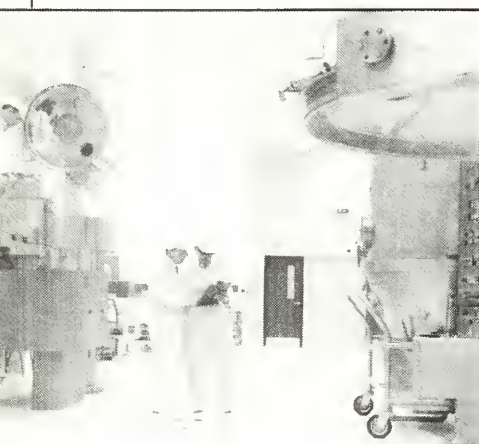
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May & Baker open phase two of £25m development

Health Minister Barney Hayhoe opened May & Baker's new £7 million pharmaceutical plant at Dagenham, Essex, last week.

Part of a £25 million capital investment programme, the solid dose production plant has the capacity to produce 1,000 million units annually, which could be doubled if necessary with the addition of further equipment. The building represents the second stage of plans to modernise facilities; the first stage was a sterile product building opened in 1982.



Granulation in the Dagenham plant

The final stage will be a centre for production of major active ingredients.

Speaking at the opening ceremony, chairman Dr Keith Humphreys said the UK pharmaceutical industry had a return on capital employed below the average for all UK manufacturing industry. Yet the Government's main efforts on NHS expenditure seemed to concentrate on squeezing down the price of medicines

which cost only 8p a day per head.

Dr Humphreys quoted Flagyl injections as saving the NHS £12½m a year, preventing anaerobic infection after major surgery, but the price of the product was under constant pressure and the company was open to foreign generic competition.

"We do not object if the competitor operates under the same rules as ourselves. But", Dr Humphreys told the Minister, "we cannot help wondering if your inspectors, who descend on us frequently, also inspect overseas facilities as frequently to ensure they are working to the same standards as have required us to invest in this building."

Mr Hayhoe said that all companies had to satisfy the same minimum standards.

"For obvious logistic reasons inspection of overseas sites are not so frequent as those in the UK, but for cost efficiency the visits abroad are invariably in-depth inspections," he explained.

Referring to the renewal of the Pharmaceutical Price Regulation Scheme (last week, p1271) Mr Hayhoe said the Government's first objective was to provide stability to the industry.

The second objective was fairness: To the industry in providing a reasonable rate of return on investment; fairness both for the NHS and the taxpayer in meeting the industry's costs but with a suitable emphasis on the industry's own efficiency; and fairness in dealings with all companies, whether UK or foreign owned.

The third objective was to encourage innovation and expansion. Present pricing arrangements contributed more than £250 million a year for pharmaceutical research and development, he said.

After Boots the National Co-op is the largest multiple, then Lloyds, Kingswood and R.E. Drummond. A year ago Lloyds had only 48 outlets.

Varta Ltd are consolidating their chemist, grocery and CTN business by appointing Chemist Brokers, a division of Food Brokers, to handle the independent chemist trade. This was previously handled by De Witt International, and the changeover takes place from August 4.

Simandon Pharmaceuticals, of 2 Meanwood Close, Leeds 7, can be reached on 0532 628606 and 623709 and not as stated in last weeks **Parallel Importing Supplement**.

Heading for a hundred

Midlands based chain Lloyds Chemists Ltd move into third place among the multiples with the acquisition of a further eight branches this week.

Lloyds now have 97 outlets after taking over eight pharmacies from J.W.H. Bran in Stratton St Margaret, Purton, Wootton Bassett, Chipping Sodbury, Wootton Under Edge, Tetbury, Stroud and Brockworth. Original proprietor Michael Bran retains three shops from his chain.

Statim new loan rates down ¼pc

AAH have announced that interest on Statim loans completed after July 1, will be reduced from 1½ per cent to 1¼ per cent over base.

The new rate will be guaranteed for the life of the loan. Existing loans are unaffected. The reduction provides a useful saving to borrowers over the ten year life of the average loan, says AAH director Bill Revell.

"The introduction of the Statim Loan Scheme forced our competitors to re-examine their own positions, and lowered interest rates generally, to the benefit of retail pharmacy," he says. "This new Statim rate confirms AAH's position as the market leader in the provision of comprehensive and competitive services to the profession."

Scott take the whole cake

Scott Paper Company have increased their share in Bowater-Scott (UK) from 50 per cent to 100 per cent.

They have bought the remaining 50 per cent of the company for about £60m from Bowater Industries. In return, Scott are transferring their 50 per cent share of Bowater-Scott Corporation of Australia to Bowater Industries.

Scott say the acquisition of Bowater Industries' 50 per cent interest in Bowater-Scott in the UK will enhance their position as Europe's largest tissue paper producer with European sales in 1985 in excess of US\$600m and nearly 6,500 employees and facilities in the UK, Spain, Italy, France and Belgium. The combined worldwide sales of Scott and its affiliates were US\$4.1 billion in 1985.

Licence of right repeal attacked

Mr Laurie Pavitt (Lab) has led an attack in the Commons on the Government's decision to repeal the licences of right provision in relation to pharmaceutical patents.

He has tabled a Parliamentary motion which claims that fears over the effects of the existing provision are exaggerated "especially when set against the evidence of its value in reducing costs to the NHS".

Halstead gets parting gift

Sir Ronald Halstead, deposed last November as chairman of the Beecham Group by Lord Keith of Castleacre, has received a golden handshake of £407,000 "by way of damages for the premature termination of his contract of employment".

He is also being paid retirement benefits for the 42 months to his normal retirement date of £90,000 a year, and can exercise options on 90,000 Beecham shares, which at current prices would produce a profit of more than £70,000.

In Beecham's annual report, published this week, Lord Keith says the past year was "an unsatisfactory one by most standards". The company is still searching for an experienced and highly skilled industrial manager to join the board as executive chairman, he says.

Beecham intend to concentrate on core businesses in the health and personal care sectors, says Lord Keith. "Businesses which do not form part of the core group, or which are unlikely to meet the required level of profitability are being carefully examined. Some non-core businesses will be retained, but we expect to continue our programme of selective disposals."

No changes to Wages Bill

Attempts to reduce the amount which, under the terms of the Wages Bill, employers in the retail trade will be permitted to deduct from the employees' wages to compensate for cash or stock deficiency have been defeated in the House of Lords.

Lord McCarthy, a Labour front bench spokesman, moved an amendment designed to reduce from 10 per cent to 5 per cent the amount which employers may deduct from the weekly wage packet for this purpose. He argued that the reduction would help to redress the unfairness to which employees were being subjected. The protection provided by the Bill is less than that afforded by the provisions of the 1896 Truck Act which it repealed, he said.

Calling for the rejection of the amendment, Lord Trefgarne, for the Government, claimed that it would lead to uncertainty and complexity. The amendment was withdrawn.



Konica's new head office at Plane Tree Crescent, Feltham, Middlesex, occupies 41,000 sq ft, including a 7,300 cubic metre cold store for film. It houses 28 staff and can accommodate up to 60. The company expects to fill the building within five years. Konica opened their first offices in the UK in 1978 with three staff and a sales force of five

Unichem denial

Recent claims that certain available labelling systems can place orders to any wholesaler of choice do not apply to them, say Unichem.

"The only systems approved for connection on our computers are those supplied by us," says management services director David Walker. "Any other system supplier claiming or implying that their system can place orders at Unichem is being deliberately misleading."

"Any unapproved transmission into Unichem's central computer puts at risk the service we provide for our large number of genuine users, and this action cannot be condoned," he says.

Job prospects rise

Job prospects in retailing for the next three months are good, says a Manpower survey.

Some 41 per cent of retailers interviewed plan to increase their staff, compared with 27 per cent last quarter and 37 per cent a year ago. Only 8 per cent forecast job cuts. The prospects in retailing are in marked contrast to those of industry where no real changes are forecast.

Farley claims

Nearly 30 people have claimed compensation from Farley for food poisoning allegedly linked with the discovery of salmonella at the company's Kendall factory, according to a report in *The Guardian* this week. The claims are thought to amount to some £1,000 each and Mr John Lomas, Farley's solicitor for the case, is reported to have said that Farley would meet all claims based on satisfactory medical evidence.

Zero rating for VAT proposals

Fears that EEC proposals may threaten the entire category of goods which are VAT exempted through the zero rating system operated by the Government have been expressed by Sir Edward du Cann (Con).

He told Ministers during the Commons debate on the European Communities (Amendment) Bill — designed to speed up the completion of the Community's internal market — that Britain could suffer in the process of harmonising the taxes of the 12 member states. Sir Edward called for an assurance that when the Bill became law the zero rate would remain valid in the UK "and we will not tax items which are currently exempt".

EVENTS

Fifth trip for Unichem golfers

Unichem's fifth annual golfing holiday tees off from the five-star Alantis Hotel in Vilamoura on the Portuguese Algarve from March 29 to April 4 1987.

The cost is £252, including car hire. Green fees are expected to be £120. Flights are available from Gatwick, with regional departures also from Manchester, Newcastle and Glasgow subject to a supplement.

Demand is expected to be brisk and anyone interested should contact Bill Hart at Unichem head office, Unichem House, Cox Lane, Chessington, Surrey KT9 1SN

Sunday July 6

1986 Christmas Beauty Fair, Mount Royal Hotel, Bryanston Street, Marble Arch, London W1, 9.30am to 8pm. Runs until Wednesday (6pm close). Further details from Martin Cooper Gift and Beauty Products, Dutch Cottage, 131 London Road, St Albans AL1 1TA (tel 0727 66917).

Advance information

Scottish Interiors & Shopfitting Exhibition. The Scottish Exhibition Centre, Glasgow, September 7-10. Further details from AGB Exhibitions Ltd, Audit House, Field End Road, Eastcote, Ruislip, Middx HA4 9XE (tel 01-868 4499).

Fourth Commonwealth Pharmaceutical Association Conference, Kenyatta International Conference Centre, Nairobi, Kenya, March 9 to 13, 1987. Theme "Harrambee (pulling together) for Africa 1987", and the conference programme will cover quality drugs and rural health care. Registration fee 125 US dollars for delegates, 50 US dollars for accompanying persons. Initial booking list now open. Details of outline programme and registration forms from 4th CPA Conference Secretariat, PO Box 44290, Nairobi, Kenya (telex 25498 NDALA).

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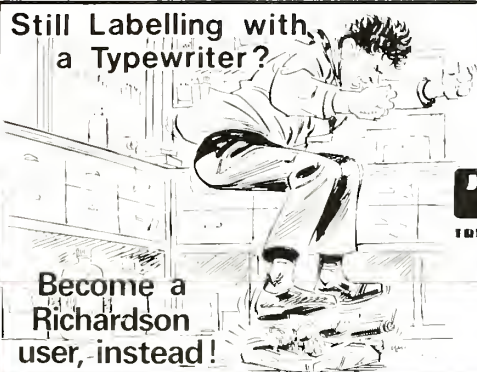
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Len hangs up his cap

Kodak's consumer sales manager Lenn Capp is taking early retirement.

Len joined Kodak in March 1950 as a salesman in the former Kodak retail shop in Kingsway, London. In the mid-50s he became a sales representative and was subsequently promoted to sales supervisor.

After that he became manager of Kodak catalogue and premium sales operations. In 1971 Len was appointed manager of southern sales centre in London. He then became consumer sales manager in July 1975.

Alan Ritchie: a tribute

Mr D.J. Morl, managing director Farillon writes:

Pharmacy has lost one of its most ardent and professional members in the untimely death of Alan Ritchie. He will always be remembered for his sterling work in support of the Resale Price Maintenance case for pharmacy, but his many friends and colleagues will each have their own very special and personal memories. Those of us who were privileged to work closely alongside him will remember him for the clear and analytical way in which he approached problems of business life, his uncompromising attitude to the maintenance of ethical standards in our profession and for the soundness of his advice whenever we chose to seek it. To his staff he meant even more than this; their respect for him and the affection they feel for him and the family, is reflected in their sadness at the news of his passing.

Such is the esteem in which Alan is held that he will be missed as much by his many friends in companies throughout the industry, as he is by those who served with him in Macarthys. In his untiring work with National Association of Pharmaceutical Distributors over many years, he can truly be said to have played a major role in shaping pharmaceutical distribution. Many of us feel a deep sense of indebtedness to him and loss now that he is no longer with us.

Our deepest sympathy extends to Sheila and to the family in this their time of great sorrow.



The Park Pharmacy, Nottingham was re-opened last week as "Balkwill's of Plymouth" in the Cookworthy Museum, Kingsbridge, Devon, by Miss Mary Burr for the Park Pharmacy Trust. Miss Burr, a previous owner of the Park Pharmacy, was presented with an honorary certificate of "proficiency in pill rolling" by Councillor Berry — Mayor of Kingsbridge

Fortune's helper

The National Pharmaceutical Association has appointed Ray Todd to assist Planning Department chief Eric Fortune.

Since Mr Fortune took over the Department in 1982 the demand on its services has risen to the extent that he has a full diary for six weeks ahead. Following full-time studies of architecture and design, at the Liverpool College of Building and Edinburgh College of Art, Mr Todd's early career was mainly spent with the Pilkington Group. Since 1971, he has freelanced as a shop planning and design consultant.

DEATHS

Gandar: On June 29, B.M.L. Gandar, ACII, of Fetcham, Leatherhead, aged 72.

Joseph Wright, formerly director of the National Pharmaceutical Association writes: "Monty Gandar became known to thousands of members of the NPA and PMI during his long service with the group. He joined the staff in 1931, and, apart from army service during the Second World War, spent his working life with the group until he retired in 1978.

"He spent about 12 years as office manager, a period which many former members of staff will recall with pleasure. His kindly, persuasive, and yet firm approach, assisted considerably in the smooth running of office life.

"He became assistant secretary of the Pharmacy Mutual Insurance Company Ltd (formerly Chemist Mutual Insurance) on the retirement of Mr. W.R.S. Clarke.

"Monty met his wife Phyllis when she was on the staff of PMI. Our sympathies go to her, three children and grandson in their sad loss."

APPOINTMENTS

Proprietary Association of Great Britain:

Dr Bill Walsh of Reckitt & Colman has been re-elected president for a second term. Dr Ken Henderson, Mentholatum Company, was re-elected vice-president, Mr Colin Wood, Richardson-Vicks, was newly elected vice-president and Mr Raymond Bellm continues as treasurer. The Executive Committee members were elected as follows: Dr J.B. Spooner (Sterling Health), Mr J. Ball (Warner Lambert), Mr G. Bell (Whitehall Laboratories), Mr P. Foster (Ciba Consumer Pharmaceuticals), Mr D. Glanville (Nicholas Laboratories), Mr P. Rawling (Menley & James), Mr K. Robinson (Boots), Mr J.G. Shaw (Fisons PLC), Mr D.M. Thrower (Intercare Products Ltd), Mr J.L. Van Elsen (Bayer UK), Mr M. Wheeler (Evans Medical Ltd), Mr P. Jensen (Beecham Proprietaries).

Hanimex/Fujimex: Graham Fenton has been appointed sales manager of Hanimex Photographic. He will be based at the Swindon offices and will manage sales of the Hanimex photographic division and accessories division. Stephen Isherwood becomes camera product manager of Fuji's consumer division.

Unichem: Mr Alan Corkland joins the sales team as a representative in the South East. After training, Mr Corkland will become the South London, North Surrey and North West Kent sales representative. He joins from Ernest Jackson & Co.

Chemist Brokers: Nik Smith has been appointed general sales manager for all chemist brands. He joined Chemist Brokers in 1982 as a regional manager and for the past two years has been national accounts controller.

Vestric: Richard Hyde has joined the company as hospital sales manager. His experience in the pharmaceutical industry includes work for Fisons, Warner-Lambert, Winthrop Laboratories and Proctor & Gamble.

Crompton Vidor: A restructured management group (see **Counterpoints**) is headed by sales and marketing manager, Barry Wells. Phil Codd is appointed retail sales manager with responsibility for the van sales operation. And a new sales operations manager, Geoff Mason, has moved from the industrial division. Vince Armitage becomes consumer sales manager, and national sales manager David Newman is responsible for developing existing accounts and new business.

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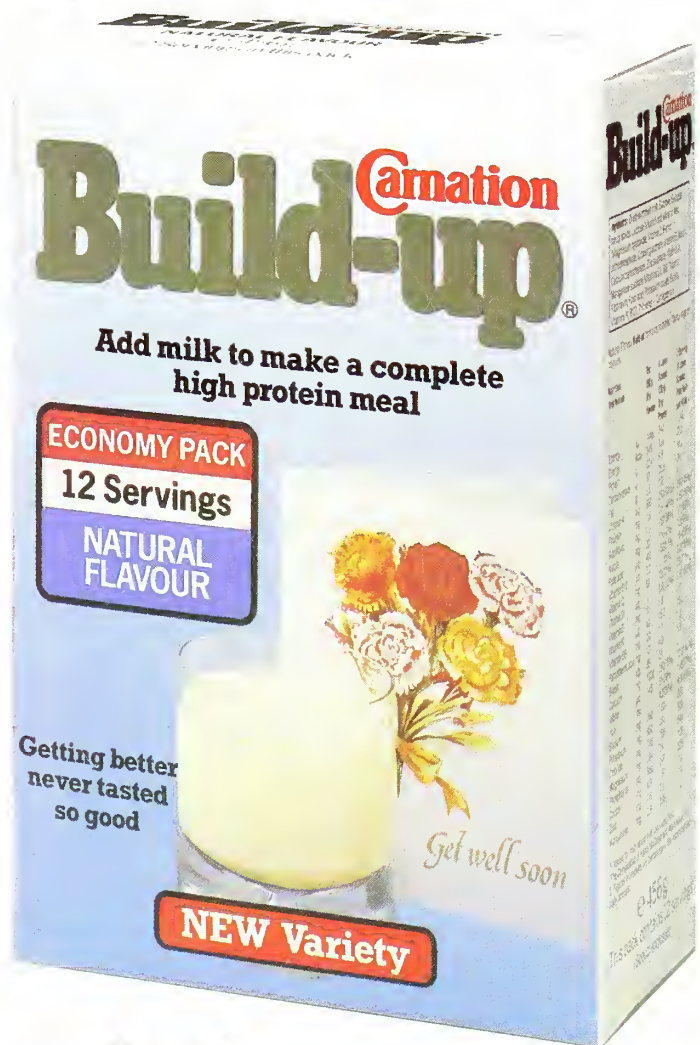
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